

BABEŞ-BOLYAI UNIVERSITY

FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES

Doctoral School of Political and Communication Sciences

PhD THESIS

International Broadcasting in the Digital Era

Summary

PhD Candidate

Cojocariu Eugen-Adrian

Scientific Coordinator

PhD Associate Prof. Nistor-Beuran Cristina

Cluj-Napoca

2025

Table of Contents

Introduction and context.....	2
Research objectives, questions and hypotheses.....	3
Structure of the thesis.....	5
Research framework and design.....	9
Findings and discussion.....	10
Conclusions.....	15
Limitations and further research.....	16
Bibliography.....	17

Introduction and context

The main objective of the work is to find out how could international broadcasters, with focus on radio, better communicate and promote their messages, the points of view and the image of their countries in a changing journalistic environment and, at the same time, how could these broadcasters better fulfill their soft power diplomacy role in a very rapidly-changing media landscape. The work suggests ways to modernize and adapt the journalistic contents and to produce contents to reach easier young publics, who consume media in more and shorter formats, on mobile phone and platforms mainly. The research also suggests ways for the international broadcasters, with focus on radio, to avoid tabloidization, low quality and fake news oriented contents. The study draws, in the end, an ideal matrix of an international broadcaster, from necessity and mission, to the use of the A.I. and of the digital tools to reach the public. The study will be useful for academics and students as a future reference in scientific research and academic studies in journalism and communication.

Research Objectives, Questions and Hypotheses

We have set up the following five research objectives:

- Research Objective 1: To identify the main mission and the challenges of the International Broadcasters – in terms of how quality content should be produced and what audio technologies should be used in order to best communicate the messages to the targeted audience and raise the level of audiences.
- Research Objective 2: To identify the ideal organisational structure for International Broadcasters in the digital age of communication.
- Research Objective 3: To identify the developments and trends of the IB's with a focus on podcasts, digital broadcasting and the use of Artificial Intelligence.
- Research Objective 4: To identify the most efficient methods for international broadcasters to counterbalance disinformation, misinformation, and fake news.
- Research Objective 5: To identify the predominant trends and changes in audiovisual media consumption, with a focus on the most visible effects of the pandemic on international broadcasters, in the era of social media.

The research work was conducted in order to answer the research questions established based on the research objectives, then to examine five research hypotheses. We have established the following five research questions:

- Research Question 1: What are the mission and the main challenges of International Broadcasters in terms of quality content production?
- Research Question 2: Which is the ideal organisational structure for International Broadcasters in the digital age of communication?

- Research Question 3: Which are the developments and trends of the International Broadcasters with a focus on podcasts, digital broadcasting and the use of Artificial Intelligence?
- Research Question 4: How could international broadcasters counterbalance disinformation, misinformation, and fake news?
- Research Question 5: Which are the predominant trends and changes in audiovisual media consumption, with a focus on the most visible effects of the pandemic on international broadcasters, in the era of social media?

From the research objectives and the resulting research questions, we have elaborated five research hypotheses, to be tested and validated (or not) through a qualitative analysis. For this purpose, we have used more research methods (case study, in-depth interviews, secondary data analysis, participant observation).

The Research Hypotheses:

- Research Hypothesis 1: International broadcasters have an increasing importance, even if highly challenged, and they must adapt their content to better fulfil their mission and reach the public with quality content.
- Research Hypothesis 2: The international broadcasters must regularly adapt their organisational structure in an evolving digital media environment.
- Research Hypothesis 3: International broadcasting will rely more and more on the production of podcasts, on digital broadcasting and on the use of AI.
- Research Hypothesis 4: International broadcasters can counterbalance disinformation, misinformation, and fake news.
- Research Hypothesis 5: International broadcasters are stressing the use of social media and they adapt their content to the new media consumption habits in the post-pandemic era.

Structure of the thesis

The thesis is structured into six major chapters. Chapter 1 is an extensive Literature Review referring to Main concepts in Communication; Media industry; Mass-media and communication; Conceptual boundaries; International broadcasting and public diplomacy; Radio industry; Developments and trends in media communication. Chapter 2 focuses on the international broadcasters included in the study, International broadcasting's history, an in-depth comparison between two European Broadcasting Union comprehensive studies about international broadcasters, conducted in 2016 and 2023, and which benchmark the area, as well as on international and European reports on the missions of international broadcasters, the international broadcasting and the public diplomacy, the legal framework governing the audiovisual field, with focus on international broadcasting, the audiovisual media and the credibility, the Public Service Media funding and staffing. Chapter 3 extensively examines the consumption of content in the new digital framework. Chapter 4 focuses on the main problem/research question definition, the problem's significance and what benefits to expect, the aims and objectives. Chapter 4 also defines five objectives of the research, five research questions, and five research hypotheses, and, respectively, presents the scientific research methodology (theoretical considerations, research design, interview guide, interviews outcome, and the ethics of academic research). Chapter 5, the most extended, extensively presents the results of the research. The final part of the work is dedicated to the conclusions (including Research hypotheses validation), limitations, and further research.

We have opted to focus mainly of the pandemic years and the post-pandemic period, because the COVID-19 pandemic was a unique experience of the mankind, a historical episode of the human beings existence, with a big impact in all areas of activity, mass-media included. The impact of the pandemic in all the fields of human activities was so important, so that its effects can be and will be studied for many years. The rapid development of AI was discussed up to a certain point, but was not in the main focus of the researcher. It was the same with the wars in Ukraine and in the Middle East, which were not included in the qualitative analysis, nor in the interviews, which have been performed before the start of the conflicts.

At the same time, we have waited to be released, mid-2023, a comparative EBU study dedicated the international broadcasters, extremely useful to do comparisons with the 2016 report results.

On the other hand, changes in an international station are rather slow in terms of organisational design, editorial offer, technical means, financial model, etc. given that they are state or public broadcasters, which great inertia, a long decision-making chain and a politically appointed top management.

The study started with an extensive Literature Review, to have a solid theoretical scientific ground for the work. In this respect, the student has done a Literature Review about fundamental concepts in communication, the media industry, mass-media and communication, the developments and trends in media communication, based on a extended corpus of classical and more recent reputed scientific works and articles. The research included the secondary data analysis, the case study, and the participant observation method which has analyzed in-depth (in terms of history, organisational design, mission, editorial offer, languages portfolio, broadcasting mix, financial model, number of staff) ten relevant international broadcasters from Europe and North America (Radio Romania International, Radio Prague International, Radio Poland International, BBC World Service, Radio France Internationale, Deutsche Welle, Radio Free Europe/Radio Liberty, Voice of America, Radio Free Asia, and Radio Canada International). From the world total number of around 150 international broadcasters, the researcher has chosen for the purpose of this study 10 reputed international broadcasters, representative of the industry and which cover a big part of the international broadcasting market. The selection criteria were: focus on Europe and North America; biggest players in the market in terms of audience, credibility, awareness; broadcasters from democratic countries; focus on radio; non religious, non propaganda broadcasters; trendsetters in terms of editorial contents broadcasting vectors, social media usage, technological advance; inside knowledge of the student about the selected stations; accessibility in terms of information (websites with rapidly updated English versions), complementarity of the information collected about the stations with the information resulted from the interviews with interlocutors coming mainly from the selected broadcasters.

The European Broadcasting Union (EBU) has researched the international broadcasters from the member states in 2016 and 2023. Two extensive reports, released in September 2016 and,

respectively, July 2023, offer a very good picture of the international broadcasters in the EBU states, which include six out of the ten international broadcasters analyzed in this work. According to the reports, most of the respondents remain optimistic about the future of their international service. More than six in ten think that it is at least moderately likely that their service will expand. However, around one in five organizations evaluate the risk of seeing their service being dramatically downsized or closed as at least moderately likely.

Disinformation, misinformation, fake news are increasingly present, mainly in online media. In order to find out if the international broadcasters, in general, are protected by the legal framework, the research has examined the international, European and Romanian audiovisual legislation. One have added a case study, about the self-regulatory framework adopted by Romanian journalists. The conclusion was that the EU and national laws, norms, and actions, as well as the Romanian journalistic self-regulatory framework, demonstrate that the public audiovisual broadcasters in the world, in Europe, and in Romania are well prepared against low-quality journalism, tabloidization, and fake news, due to the professional standards imposed and the legal protection offered, provided that the standards and rules are observed. The national rules offer enough protection for journalistic activity, complementing the EU and the self-regulatory framework. The obligations and the rights of public service journalists also protect the public from receiving low-quality, biased, unreliable, or fake programs.

The Digital News Reports issued yearly by Reuters Institute provide invaluable information about media trends and consumption (media consumption; preferences on reading, listening to or watching to news; network fragmentation, interest in news; news consumption; news avoidance; trust in news; fears about misinformation and disinformation; use of Artificial Intelligence; main ways of getting news online; consumption of podcasts; the cleavage journalists vs. influencers; User needs priority index). The last report the researcher has analyzed, from 2024, covered 47 countries, states, and special regions. The study has researched and compared the reports covering 7 years, from 2018 to 2024, which include the pandemic period, as well as significant parts of the wars in Ukraine, and in Gaza. Traditional media consumption continued to decrease in most markets, but in the meantime online and social consumption did not fill nor replaced the decrease. The video news consumption increased significantly, with content accessed mainly

through third-party platforms. The video consumption increased across all researched markets, mainly via social media. The reports showed a shift towards video, mainly short-form video. In terms of access points, social media has taken over the direct access to applications and websites. The social media networks audience has become more and more fragmented. The interest in news diminished sharply from 2018 to 2023, most probably because of the pandemic and, then, because of the Ukrainian conflict. News avoidance is significant, hitting one-third of the people. The concern of the public about fake news on the Internet remained very high. Fears about misinformation and disinformation remained significant across markets. The researchers have issued a warning concerning the future, taking into account the development of the use of AI by big tech corporations. The reports have also analyzed podcast consumption in different areas. The tendency is towards “extended chat”, long discussions without an informative or cultural added value. A trend that worries professional journalists is that young people trust more influencers and celebrities than professional journalists, which is fueling the low quality and tabloid journalism, the disinformation and misinformation. According to the Reuters Institute Reports, in the great majority of researched countries, the majority of respondents consider public service media to be rather important than unimportant. The younger generation does not appreciate public service media so much because they are digital and social media grown up and oriented.

The successive annual “Digital Global Overview Report” published by Meltwater and We Are Social, based on data sets provided by reputed data partners (GWI, Statista, data.ai, etc.) have analyzed the daily time spent with media worldwide. Partly due to the changes to the methodology, all kinds of daily media consumption have decreased in 2023 compared to 2022. TV streaming platforms, such as Netflix, were among the beneficiaries of the pandemic lockdown’s influence on global digital behaviors. On the other hand, “conventional” TV (broadcast TV, cable TV) still represents over half of the world’s total TV time. Radio still is one of the most used and powerful media in Europe and the USA, according to the Statista surveys. Despite the global shift towards online media, traditional media (television, cinema, radio) enjoy consistent audiences. Podcasts have been a predilection medium for younger generations, declared Statista. Podcasts’ consumption has developed differently in different parts of the globe.

The number of users active on social platforms has crossed in 2023 the psychological threshold of five billion people. Facebook remains the most used platform (over 3 billion users), followed by YouTube, WhatsApp, Instagram, TikTok, WeChat, and, since 2024, Facebook Messenger, all of them with more than one billion users. Social media accounts for more than one-third of our daily online activities, and a typical social media user utilizes 6.7 platforms/month, on average.

Research framework and design

There are three qualitative research methods: in-depth interviews, the participant observation and the focus groups. The study used in-depth interviews, and the participant observation method, valorizing student's work experience and knowledge of the international broadcasting industry. At the same time, the researcher has used the case study method and the secondary data analysis. The study did not use focus groups, because the research method is not appropriate for international interlocutors, from outside Romania, during the pandemic, which was still spread in the first half of 2021, when the interviews were conducted. One has used the secondary data analysis, focusing on more relevant international broadcasters (mainly on radio outlets).

The researcher performed 40 (forty) in-depth interviews (written or audio recorded and transcribed, face-to-face when possible and, where not possible, through telephone, WhatsApp, Zoom, and Skype) in Romanian, English and French language, respectively. The student has conducted in-depth interviews with relevant experts in the field, from Romania and from other countries, mainly communication and media academics, representatives from international media organizations, as well as managers, experts, and top journalists from selected and relevant international radio and TV stations (mainly from the ten selected broadcasters mentioned above), from European Union-funded audiovisual media projects. In order to choose the interviewees, the student has used the non-probability sampling.

The interview guide in three languages consisted of 27 questions, organized into 10 areas of discussion: Missions and place of International Broadcasters; Challenges of International Broadcasters; International broadcasters desirable organisational design; Production of radio/TV

content; International broadcasters vs. Fake News; Distribution of radio/TV content; International broadcasting and social media; Consumption of radio and TV content; Developments and trends in International Broadcasting; Ideal design of an International Broadcaster. The interview guide has been elaborated based on the theoretical considerations of the work, as well as on the ideas raised by using different research methods (participant observation, case study, secondary data analysis). The 40 respondents (13 female – 32.5%, 27 male – 67.5%) came from 12 countries in Europe and North America.

The work has adhered rigorously to ethical academic and research standards, encompassing all aspects of the research process, including topic formulation, research design, access permissions, data collection, processing and storage, analysis, reporting of findings and outcomes. Additionally, the author has strictly followed academic guidelines regarding considerations of gender, and ethnicity.

Findings and discussion

In terms of necessity, international broadcasters are useful i.e. to be a public diplomacy and soft-power diplomacy tool; to provide unbiased and objective news and information; to be an alternative source of credible information, mainly for audiences in countries where most sources of information are under the control of the authorities.

To summarize, the missions of international broadcasters, as a result of the in-depth interviews, are: to objectively inform listeners and offer them the information they lack within their own countries; to provide trustworthy and reliable news and information to allow audiences to form their views based on unbiased reporting; to support freedom and democracy and to provide unique information to audiences that they can't get elsewhere; to present the perspective of their countries, based on the diversity of opinions; to maintain the international and intercultural dialogue, highlighting the identity and variety of their own culture; to be effective tools for public and cultural diplomacy, mainly for smaller countries; to strengthen media freedom by giving people access to reliable journalistic content.

The absolute majority of interviewees agreed or strongly agreed that international broadcasters represent a tool of public diplomacy, but with some amendments and warnings about the possible influences or pressures from the states/governments.

According to all respondents, credibility is very important, and crucial, for international broadcasters. What should international broadcasters do to obtain and keep credibility? Some interviewees put a stress on the journalistic and editorial standards, while others stressed on the legal framework governing international broadcasters.

The most important challenge is the capacity of international stations to adapt in terms of technology, platforms, distribution channels, and ways to reach the public. The international broadcasters have to very quickly turn to the platforms where the audiences are. The second main challenge is the funding of the international broadcasters, going from underfunding to decreasing financing. The third main challenge is linked to the editorial offer, in terms of unbiased, quality, credible, relevant, rapid, comprehensive, and unique content of the international broadcasters.

Around half of the respondents answered that English should be part of the portfolio of international broadcasters. More than a quarter of the interlocutors have considered that the national language of the broadcaster as well as French should be included in the mix. Almost a quarter of the interviewees opted for Spanish, Russian, and Chinese, a sixth for Arabic, and an eighth for German. Around one-sixth of the interlocutors have privileged the block of the main languages of international circulation (the top 5 most spoken languages).

The final outcome of the qualitative analysis was a model (a matrix) of an ideal international broadcaster (radio, TV or online, with a focus on radio), in terms of necessity, mission, legal framework, languages portfolio, types of programs, ways to deliver the journalistic messages, number of staff, financial resources, technical resources, the mix of broadcasting tools, use of social media, quality journalism, fighting against fake news and disinformation, digital radio, use of AI, co-productions and partnerships, Key Performance Indicators (KPIs), importance in case of crisis, pandemics or disasters.

The interviewees were asked what is, in their opinion, the optimal number of employees/freelancers/contributors for an international broadcaster per language. Almost all of them answered that it is difficult to answer and that a lot of factors have to be taken into account. The answers differed, but the main ideas raised were that there is not a single possible answer, the number of staff depends a lot, inter alia, on the volume of daily production, on the types/genres of contents (live, pre-recorded, more news and current affairs or more reports), on the means of distribution (on-air, online, social media), on the ambitions of the stakeholders, on the financial capabilities.

More than half of the interviewees have privileged the licence fee/tax system; more than one-third went for a state-funded/state budget/direct grant in aid from the government model, more than one-quarter agreed on the incomes from advertising/commercial. One-sixth accepted sponsorship and one-eight own incomes/revenues. In turn, one-fifth insisted that advertising is not acceptable for IBs. Many interlocutors stressed that irrespective of the funding model, the editorial independence has to be kept by broadcasters, the international media should be protected from political influence and a mix of funding sources would be good.

To find out if international broadcasters, in general, are protected by the legal framework, the researcher has studied the international, European, and Romanian audiovisual legislation, which seemed protective enough for the broadcasters in general, and the international broadcasters, in particular, to allow them to fight misinformation, disinformation, and fake news. The legal framework is strong enough the audiovisual media and started to rule quite comprehensively the online field, too.

The most important distribution/publishing tools, according to the in-depth interviews, are online live streaming and on demand, followed by online live streaming, on air terrestrial analogue, social media and platforms, plus streaming services providers and media players. The “Top 3” of the distribution/publishing tools is composed of social media, online live streaming and online live streaming plus on demand, followed closely by on air terrestrial analogue. There are quite a lot of similarities with the “one to ten” ranking, meaning the answers were consistent.

The vast majority of experts and managers consider that using social media is crucial for international broadcasters, provided that journalists produce special formats for these platforms

and that the dialogue with the users is crucial. Anyway, the broadcasters have to keep control of their content and try not to boost the awareness of platforms instead of boosting their notoriety.

The most appropriate social media and messaging platforms resulted to be Facebook, YouTube, X (formerly Twitter), and Instagram. Most interlocutors answered that international broadcasters should go for as many platforms as they can handle and that are relevant to the audience they want to reach. This should be adjusted to the international broadcaster's number of languages and target audiences and tailored to the preferences and habits of the target audiences. But it is important to start small, and it will grow by itself, have answered more interviewees. All has to be done in cooperation with marketing and research. The general advice would be not to go on more than 4-5 social networks because they overlap and it starts to be expensive for a broadcaster to handle them.

The consumption of "legacy" media (radio, TV), remains robust, but online consumption is more and more spread, along with on demand and social media networks use. As for the consumption trends and changes the interlocutors foresee an increase in on demand, replay content, podcast consumption, and digitally transmitted radio and TV.

The interlocutors were asked "Which are the most visible effects of the pandemic on international broadcasters?". More interviewees put the accent on consumption; other interlocutors have stressed the changes in the workflows. The big broadcasters, mainly the public ones, consolidated their position as credible sources of information and their audiences increased because the people turned to the most reliable sources. The consumption of radio in cars decreased dramatically. The online consumption of media increased a lot, mainly at the beginning of the pandemic. The pandemic changed a lot the way journalism is done, because of teleworking, which proved that the big studios, with lots of sophisticated equipment, could be replaced by online platforms (ZOOM, Skype, Microsoft Teams, WhatsApp), and by the phone interviews. The media outlets accepted the inevitable decrease of the sound and image quality produced by journalists at home, during the confinement periods. The digital competence of journalists has increased, but their creativity has declined. The use of Internet platforms such as Netflix and HBOgo increased exponentially in the world, putting pressure on media in terms of attracting advertisements.

What could come next, after podcasts? The student has asked the question to the interlocutors. It appeared that no new formats are ready or taken into account to replace podcasts, but the podcast itself, as a genre, could evolve.

The digital broadcasting and distribution of content has become more and more important for all the interlocutors. The digital brings huge advantages in terms of reach, but also risks in terms of being only dependent on that and dependent on the Internet, which can be easily switched off by state actors or global providers.

Artificial Intelligence (AI) will help the editors, by applying the capabilities of the machines, offering advanced possibilities for business optimization, show planning, logistics, high-performance simultaneous translation tools, and captioning content in other languages, consider the interviewees. The majority of them don't think robots will replace humans in the journalistic field or would endanger the profession of journalist, but it's probably going to be a mix of humans and robots that make the news. The AI will enrich the journalistic offering, is one of the conclusions.

A big majority of interlocutors agreed with journalistic partnerships and co-productions. These co-productions could trigger synergies and economies of scale and bring more added value, but, on the other hand, some international stations are rivals. The big challenge is to determine which theme and which format can gather the support of several broadcasters because international broadcasters have different mandates and editorial priorities. The main goal of the qualitative analysis has been to obtain a matrix showing what an ideal international broadcaster looks like.

The researcher has asked the opinion about the most likely future of international broadcasters to a 41st "interlocutor", ChatGPT Model GPT-4o. This was the only "contribution" of AI to the work. The most likely future of international broadcasters will involve a blend of traditional and digital strategies, with a strong emphasis on technological innovation, audience engagement, and ethical considerations. Broadcasters who can adapt to these changes, diversify their content, and build trust with their audiences will thrive in the evolving media landscape.

The technical resources needed by an ideal IB would be well-equipped studios; software for production and broadcasting available on the company and personal PCs; a platform for smart

working; and staff able to work remotely as if they were in the stations. The Key Performance Indicators (KPIs) should be audience; reach; impact (quantitative and qualitative); loyal visitors; level of engagement with the audience; credibility; appeal of content; relevance of content; accessibility; innovation; and sales.

Conclusions

An ideal international broadcaster should offer the following types of programs, and a mix of on air/online content: exhaustive and diversified news and information, as well as magazine programs, crafted for target audiences. IBs have to be able to adapt to the digital era where substitutes for international news, as well as powerful influencers in the social media scene abound, to be flexible and adapted, able to adapt the formats; contents should be diverse and aligned with the technical means; contents should encompass a wide range of formats exploiting the opportunities offered by new technologies. On air and online have to be used according to the decision and means of the station. Concerning the use of multimedia journalism, IBs have to be available in a multimedia form (text, audio, video, photos), to be accessible digitally, over the Internet, on social networks, to have the ability to reuse things that have been done (trans media). The use of Artificial Intelligence has to be subject to human control.

Concerning the ways to deliver journalistic messages and the mix of broadcasting tools, the contents should be delivered using technologies and platforms appropriate to the audiences; an international broadcaster must be a multi-platform media, with an interactive dimension and a strong presence on digital; IBs have to establish who the target audience is and who are the most trusted media in an area; the era of mass broadcasting is going to an end, and IBs have to target narrow micro audiences with the platforms that appeal to them; IBs have to find the right cross-media mix and be able to harmonize content and broadcasting tools in the best possible way; an optimal way to distribute messages should combine the use of linear and nonlinear devices including digital platforms and social networks; the mix is the one you can afford; a mix between the traditional wave and online accessibility is needed (versatile journalism).

The roles of an ideal international broadcasters in case of pandemics, disasters, and conflicts should be as follows: communication of information in extreme situations, mainly through radio waves when the online is not available or is blocked by the political decision; the role of a compass; the IB have to transmit clear, concise information, without inducing panic, as well as real data, points of view capable of reassuring the public, concrete and clear solutions for protection so that the public is oriented and finds support in this partner that informs and guides them; ensuring accurate and reliable information to the audience, entertaining confined people, and tools for students, teachers, and families to support distance learning; radio waves reach everywhere, even in places where the Internet does not work, so it is a fundamental means in emergencies. IBs bring credibility and quality; their role is essential, but it is not monopolistic because social media could offer information quicker (provided that the Internet is functioning).

From the analysis of the answers to the in-depth interviews and from the entire work, all the five Research Hypothesis have been validated.

Limitations and further research

The main limitation of the study is that it addresses only ten international broadcasters. Although the researched broadcasters represent a wide sample of the international broadcasting industry, more stations should be analyzed in further research. The study should be extended to other reputed and credible international broadcasters to obtain more generalizable results, which could better benchmark the academic field.

Further research is necessary for different reasons. First of all, the mass-media field is changing very fast, literally under our eyes. The international broadcasters evolve, even if they change slow, and change their shapes, targets, economic and operating model, focus, methods of reaching different audiences. The study demonstrates there is much work to be done by the researchers and students.

The exponential development of social media, the migration towards digital radio and television, the rise of AI use, and the changing media consumption habits are making more research necessary in the years to come.

A clear limitation was the extraordinary amount of changing data, reports, statistics, and analysis worldwide concerning media consumption, media habits, media trends, fake news, misinformation, disinformation, deep fake, Artificial Intelligence, very difficult to managed by a single researcher. The important volume of information and data concerning the international broadcasters, as well as the large number of in-depth interviews and the number of ideas coming out from these interviews make necessary the work of an entire team of students or PhD candidates, rather than the work of a PhD candidate alone.

A limitation was that, even though the Reuters Institute Digital News Reports are very useful academic resources, the research topic and the research questions differ from one year to the other, making it difficult to do comparisons.

Further research is also necessary to find out if the trends the research has found (decreasing interest in news, decreasing trust in news, fake news fears, and significant news avoidance) will continue or not.

Bibliography

Albarran, A. B. (2009). *The Media and Communication industries: A 21 Century perspective*. Revista Científica de Comunicación, Facultad de Comunicación de La Universidad de Los Hemisferios, 1(1), 59–68.

Allan, S. (Ed.). (2010). *The Routledge Companion to News and Journalism*. Routledge. Baker, M. J. (2001). *Selecting a Research Methodology*. The Marketing Review, 1(3), 373–397.

<https://doi.org/doi:10.1362/1469347002530736>

- Benos, D. J., Fabres, J., Farmer, J., Gutierrez, J. P., Hennessy, K., Kosek, D., Lee, J. H., Olteanu, D., Russell, T., Shaikh, F., & Wang, K. (2005). *Ethics and scientific publication*. *Advances in Physiology Education*, 29(1), 59–74. <https://doi.org/10.1152/advan.00056.2004>
- Birrer, A., & Just, N. (2024). *What we know and don't know about deepfakes: An investigation into the state of the research and regulatory landscape*. *New Media & Society*, 0(0). <https://doi.org/10.1177/14614448241253138>
- Boyd, A. (2001). *Broadcast Journalism. Techniques of Radio and Television News (Fifth Edition)*. Focal News.
- Cagé, J. (2018). *Cum să salvăm media. Capitalism, finanțare participativă și democrație*. Editura Comunicare.ro.
- Castells, M. (2015). *Comunicare și putere*. Editura Comunicare.ro.
- Colombo, M. (2004). *Theoretical Perspectives in Media-Communication Research: From Linear to Discursive Models*. *Forum Qualitative Sozialforschung/ Forum: Qualitative Social Research*, 5(2). <http://nbn-resolving.de/urn:nbn:de:0114-fqs0402261>
- Crane, D. (1992). *The Production of Culture: Media and the Urban Arts*. SAGE Publications, Inc.
- Cull, N. J. (2008). *Public Diplomacy: Taxonomies and Histories*. *Annals of the American Academy of Political and Social Science* 2008, (616), 31–54. <https://www.jstor.org/stable/25097993?seq=1>
- DeFleur, M. L., & Ball-Rokeach, S. (1999). *Teorii ale comunicării de masă*. Editura Polirom.
- Demers, D. P. (1994). *Structural pluralism, intermedia competition, and the growth of the corporate newspaper in the United States*. *Journalism Monographs*, (145). <https://search.proquest.com/central/docview/215676709?accountid=8013>
- Dominick, J. R. (2009). *Ipostazele comunicării de masă. Media în era digitală*. Editura Comunicare.ro.

- Gallarotti, G. M. (2022). *Esteem and influence: Soft power in international politics*. *Journal of Political Power*, 15(3), 383–396. <https://doi.org/10.1080/2158379X.2022.2135303>
- Gozzi, R., Jr. (2004). *Where is the "message" in communication models? ETC.: A Review of General Semantics*, Vol. 61(1), 145–146.
- Harcup, T. (2009). *Journalism: Principles and Practice (Second edition)*. SAGE.
- Joanescu, I. (1999). *Radioul modern. Tratarea informației și principalele genuri informative*. Editura All Educațional.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques (second revised edition)*. New Age International Publishers.
- Kunczik, M., & Zipfel, A. (1998). *Introducere în știința publicisticii și a comunicării*. Editura Presa Universitară Clujeană.
- Küng, L. (2008). *Strategic Management in the Media. Theory to Practice*. SAGE Publications.
- Louw, E. (2001). *The Media and Cultural Production*. SAGE Publications Ltd.
- McAnany, E. (2015). *Remodelling Communication: From WWII to WWW*. *Communication Research Trends*, 34(1).
<https://search.proquest.com/central/docview/1667620909/6E078629D9446FPQ/97?accountid=8013>
- Miège, B. (2000). *Societatea cucerită de comunicare*. Editura Polirom.
- Morley, D. (1995). Theories of consumption in media studies. In D. Miller (Ed.), *Acknowledging consumption (1st ed.)*. Routledge. <https://doi.org/10.4324/9780203975398>
- Mytton, G., Diem, P., & van Dam, P. H. (2016). *Media audience Research, A Guide for Professionals (3rd ed.)*. SAGE Publications.
- Newman, I., & Ridenour, C. (1998). *Qualitative-Quantitative Research Methodology: Exploring the Interactive Continuum*. Educational Leadership Faculty Publications, 122. https://doi.org/http://ecommons.udayton.edu/eda_fac_pub/122

Nye, J. S. (2008). *Public diplomacy and soft power*. *The Annals of the American Academy of Political and Social Science*, 616, 94–109. <https://doi.org/10.1177/0002716207311699>

O’Keeffe, A., & Oliver, A. (2010). *International broadcasting and its contribution to public diplomacy*. Lowy Institute for International Policy.

Peciulis, Z. (2016). *Digital era: from mass media towards a mass of media*. *Filosofija Sociologija*, 27(3), 240–248.

<https://doi.org/https://search.proquest.com/central/docview/1825570049/6E078629D9446FPQ/1?accountid=8013>

Petcu, M. (Ed.). (2014). *Dicționar enciclopedic de comunicare și termeni asociați*. Editura C.H. Beck.

Pleikys, R. (2006). *Radio Jamming in the Soviet Union, Poland and others East European Countries*. *ANTENTOP*, (1), 71–81.

<https://doi.org/http://www.antentop.org/008/jamm008.htm>

Price, M. (2003). *Public Diplomacy and the Transformation of International Broadcasting*. *Cardozo Arts and Entertainment Law Journal*, 2003, 21 (1), 51–85. https://repository.upenn.edu/asc_papers/120

Price, M. E., Haas, S., & Margolin, D. (2008). *New technologies and international broadcasting: Reflections on adaptations and transformations*. *The Annals of the American Academy of Political and Social Science*, 616(1), 150–172. <https://www.jstor.org/stable/25097999>

Puiu, Y. V. (Ed.). (2015). *Conceptual Framework of Mass Media Manipulative Models Forming*. *International Review of Management and Marketing*, 5(1S), 131–132.

Rawnsley, G. D. (2016). *Introduction to “International Broadcasting and Public Diplomacy in the 21st Century”*. *Media and Communication*, 4(2), 42–45.

<https://doi.org/10.17645/mac.v4i2.641>

Rus, F. C. (2002). *Introducere în știința comunicării și a relațiilor publice*. Institutul European.

Sehl, A., Cornia, A., & Nielsen, R. K. (2018). *Public Service News and Social Media*. Reuters Institute Digital News Report.

<http://www.digitalnewsreport.org/publications/2018/public-service-news-and-social-media/#1-2-consolidation-of-news-accounts>

Șuțu, R. M. (2016). *Digital Communication versus Traditional Tools. Theoretical Trends in the Study of the New Technologies in Journalism*. Styles Communication, 8(1). https://editura-unibuc.ro/wp-content/uploads/woocommerce_uploads/2016/12/NR%201%20FINAL%20SITE.pdf

Van Cuilenburg, J. J., Scholten, O., & Noomen, G. W. (1998). *Știința comunicării*. Editura Humanitas.

Weinbaum, C., Landree, E., Blumenthal, M. S., Piquado, T., & Gutierrez, C. I. (2019). *Ethics in scientific research*. RAND Corporation.

https://etica.uazuay.edu.ec/sites/etica.uazuay.edu.ec/files/public/RAND_RR2912.pdf

Wood, J. (2000). *History of International Broadcasting (Vol. 2)*. The Institution of Electrical Engineers.