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*Between frames and ideology: representing work  
in Romanian on-line media*

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ABSTRACT

After 2008, Romania faced a difficult economic crisis manifested in the increase of unemployment rate, high migratory flows in the EU and a drop in the national GDP. As existing literature showed, in the period of economic crisis, media exposure strongly affected expectations regarding the future development of the national economic situation. The present article presents the ways in which media frames were used to represent different occupations within the Romanian mass media. Using a content analysis as the main method applied to a sample made up of 944 news published in the online newspapers in Romania, the results of the study pinpoint the fact that each type of media presents the same occupation in a specific way. Another important result of the study is that the reader's perception of the occupations presented in the Romanian mass media – expressed in the form of comments to the online articles – is similar to the presentation of these occupations in the news published by Romanian mass media.

**Key words:** media representations, on-line media, work, framing

INTRODUCTION

In the analysis of the relationship between media and society a widespread thesis is the one according to which mass media can influence people's perception of certain issues and, at the same time, it has the role to reconstruct these issues in the public space [Bernays 2002: 79]. If the newspapers publish fewer articles on a certain topic, it can mean that the respective topic is not as important as the other topics published by this media [Frangi, Fletcher 2002: 27].

Far from being the identical reflection of reality, the news represent a reconstruction of social events and processes, also including, together with real facts, a collection of new elements among which are facts or people, images as well as the experts' comments. The final product of the work of journalists – the news – is, in fact, only that one which the journalists want their audiences to see [Monahan 2010: 4; Shoemaker, Reese 1996; Shoemaker, Reese 2013]. As Murray Edelman said, news constructs the social world, history, evoking the worries, hope and assuming of the events that are observed or ignored [Monahan 2010: 21].

If news reconstructs the social world, as Monahan suggests [2010], then the image of society at a certain moment is also the result of this reconstruction. At the same time, the orientation of the media coverage of a certain event – negative, neutral or positive – represents an important instance in report to which one can assess the neutrality of mass media within democratic societies [Carvalho 2010]. Journalists can influence the orientation of the coverage by their choice of a certain vocabulary, tone and the experts they decide to interview or quote [Christen, Kannaovakun, Gunther 2002]. Deliberately, or not, this orientation in media coverage of an event structures the way the members of the audience interpret the media events and can help shape public opinion [Jeon, Haider-Markel 2001].

The present article sets off to identify the differences and similarities between the way Romanian mass media constructs a reality (e.g. the occupations existing on the labor market at a certain time), on the one hand, and the way readers perceive this reality (e.g. perceptions expressed in the comments to the articles presenting these occupations), on the other hand.

## THE THEORETICAL BACKGROUND

### THE CRITERIA FOR NEWS PRODUCTION

News production is influenced by both the organizational variables and professional variables (professional norms, individual and professional values) existing in the journalistic field. Whether they are individual or they belong to a group, professional values are adapted to the ideological requirements of the society and can be found at the level of the institutional, occupational and cultural practices that make up the mass media. The mass media content no longer appears as an “isolated” product but as a profoundly social product, organizationally determined. The occupational routines thus relate to ideological requirements on a larger scale. Therefore, the media content is a work corpus relevant for understanding the nature and importance of the content effects on people and society (by knowing the media content one can anticipate its effects on the public).

According to McCombs' analysis [2004], the most important aspect of the public agenda role of mass media is the one regarding its influence on the public opinion. In

his argumentation, McCombs [2013] brings up several elements. Firstly, the topics that captivate people's attention are made known through newspapers, not personal experience [McCombs 2013]. Secondly, the news serves as a signal, which is a central element of this theory, alerting people on the latest events taking place in the close or not so close environment [McCombs 2013]. Thirdly, the journalistic content, the result of certain specific selection and presentation rules, turns the public's attention and influences people's perceptions [McCombs 2013].

The way organizations define events also pinpoints the importance of the idea of organizational planning. According to Molotoch and Lester [1995: 101–105], there is an obvious lack of spontaneity of the media effort to oversee the surrounding world. As Fishman showed, “reality” is nothing else but a sort of conceptual “labor” (of journalists, organizations and sources) by means of which events are created [Fishman 2014]. Within this process that has so many “reconstructive” interventions, objectivity is not even taken into consideration, as the news appear as mere reflections of the social and individual actors, taken over by the journalists and then made subject to organizational filters [Molotoch, Lester 1995: 101–105; Conboy 2013].

#### NEWS FRAMING OF REALITY

In their analysis of media content, McCombs and Shaw refer to framing as “second-level agenda-setting” [McCombs, Shaw, Weaver 1997]. The theory of framing was introduced by Gitlin's [1980] study on how a television network trivialized a student movement, which concluded that framing has the ability to do three things: to establish the scope of a movement, to critique ways of dealing with the issue, and to describe the moves made by activists and officials [McCombs, Bell 1996; Entman 2004].

Entman [1993; 2004] continued the research of framing and consolidated a definition that is widely used. He described the process as the selection and the omission of information in order to say opinions. Information that is preferred or intended to inform the public will be selected to be more salient, while the rest will be unselected in order to hide conflicting information. Entman [1993; 2004] explains four aspects of the framing process: to define problems, to diagnose causes, to make moral judgments, and to suggest remedies. First, frames can diagnose problems by determining what a causal agent is doing positively or negatively, and is usually judged by the norms of a culture. Second, the frames identify the sources that create an issue by diagnosing causes. Third, the frames can judge whether a causal agent is good or bad by making moral judgments. Fourth, these frames can suggest remedies by offering and justifying solutions for a problem. Entman [1993; 2004] clarifies the definitions by saying, a frame can perform all, none, or one of these functions in just one sentence.

Referring to this topic, Vallone, Ross and Lepper [1985: 579] state that by the way in which frames are used in the media coverage of a topic one can determine

the way the perceptions and assessments of presenting in a newspaper a certain topic differs from one newspaper to another. The use of frames, as Vasterman and Ruigrok showed [2013], could, thus, determine the way certain frame differences connect to the subjective perceptions of the media.

There are two main reasons which influence the media coverage frame of topics [Ayub 2008: 40]. The first reason refers to the information which is harder to get and needs a longer period of time to be created and the second one is the fact that certain topics are simply not important to society while others are more relevant [Ayub 2008: 40].

#### STUDY HYPOTHESES

Following the typologies stressed by the existing literature [Johnson, Kaye 1998; Flanagan, Metzger 2001; Spiro 2001], I differentiated, from the beginning, between “traditional” Romanian media (Hertzian and cable TV and radio stations plus printed newspapers and magazines) and the “new” ones (online radio stations plus newspapers). My analysis was focused on the online reconstruction of the occupations in Romania. The reasons for choosing the online contents instead of print (traditional) newspapers were, on the one hand, the almost complete disappearance of the printed central newspapers in Romania during the last ten years [Active Watch, 2015] and, on the other, the degree of interactivity between journalists and their audience can be easily traced and measured in case of online media [Larsson 2012; Himelboim, McCreery 2012]. Also, I took into account the fact that in Romania, as in other countries [Larsson 2012], the content of the online newspapers simply “mirrors or reproduces the content of the print newspaper” [Ottosen, Krumsvik 2012].

With an active labour force of 58% from the total population in 2012–2013 [Eurostat, 2013], Romania faced in the last years a difficult economic crisis. As Boomgaarden, van Spanje, Vliegenthart and de Vreese showed in their analysis [2011], media exposure strongly affected expectations regarding the future development of the national economic situation. To emphasize the extent of the economic and social crisis after 2008 in Romania [Humă, Chiriac 2012; Țoțan, Popescu, Cristache 2013] – a drop in the national GDP, a rise in the unemployment rate, high rates of migration in the EU – I tried to identify the differences and similarities between the way Romanian mass media construct a certain reality (e.g. the occupations existing on the labor market at a given moment) on the one hand, and, readers’ perceptions of this reality, on the other (e.g. perceptions expressed in the comments to the articles presenting the respective occupations).

First, I wanted to identify the relevance of the news coverage by the Romanian online newspapers and the way that certain occupations (intellectual and manual labor) existing on the labor market at present, are presented. I expected to see a difference in the way the Romanian occupations are presented, depending on the type

of newspaper (tabloid or general newspaper) doing the presentation. Based on this, I proposed the following hypothesis:

H1. There is a high probability that the Romanian media coverage of the occupations (intellectual or manual) will be different, depending on the type of newspaper (tabloid or general) publishing the news.

The second research hypothesis was based on the presumption of a possible similarity between the presentation of the occupations in the news published newspapers and the readers' comments on the respective occupations, comments following online articles:

H2. During the analyzed time period, there is a high probability that the presentation of the occupations in the news published by the Romanian online newspapers is similar to the public's perceptions of the respective occupations (as they were expressed by the readers' comments at the end of the articles).

Also, based on the probability that the occupations have different framings – positive, negative or neutral – in the Romanian online newspapers, I postulated the existence of a new relationship, in the form of the third research hypothesis:

H3. During the analyzed time period, there is a high probability that the type of framing – positive, negative or neutral – of the occupations in the news published in the Romanian online newspapers is similar to the readers' type of perception of the respective occupations (negative, positive or neutral, presented in the comments following online articles).

#### METHODOLOGY ELEMENTS

The research method used in the present study was the so-called content analysis applied to a corpus of messages (articles) from the Romanian media, the main unit of analysis being “the topic”. I did not simply count the words as I took into consideration the advantages offered by the topics based on the results they produced, which are: “(...) rich in information and potentially extremely productive, consequently, they would be preferable to any other types of segmentations (physical, syntactical, categorical or propositional)” [Krippendorff 2004].

The term “topic” refers to the analysis of the narration as verbal material and to the use of certain relatively comprehensible analysis units [Holsti 1969: 137].

The media content sample to which the content analysis was applied included 944 articles published in the Romanian online newspapers. There were chosen four central newspapers published in Romania: “Adevarul” (The Truth), “Romania Libera” (Free Romania), “Libertatea” (The Freedom) and “Click!”. The time period analyzed was September 1, 2012–March 31, 2013, during which there were taken into consideration all the articles referring to occupations, articles published in the four newspapers included in the sample. In order to test the inter-coders reliability for the entire sample analyzed, I chose Cohen's Kappa index – (k). The values of *k* for the variables of the sample of articles published in the newspapers varied be-

tween 0.342 and 0.3117. The analysis used both descriptive statistics (frequencies and contingency tables) and inductive statistics (correlations, the chi-square test and the T-test).

#### THE OPERATIONALIZATION (CODIFICATION)

The general form of the narrations used in the news is based on the five Ws and one H: who, what, when, where, why, and how. The narrative structure of the news must “convey the impression that a news story is a relatively independent unit, because it appears to contain complete information of an event with a beginning, a climax, and an end” [Pan, Kosicki 1993].

The central theme of the analysis was the “occupation”, operationally defined as a “type of social activity which brings income, done in one of the branches of economy” [Vlasceanu, Zamfir 1993: 398]. Within the main theme I differentiated between the manual and the intellectual occupations. By definition, I considered labor as the manual activity which ensures survival while defining occupation as “placing individuals in the occupations based on human interaction” [Grint 2005: 7].

Following the existing international standards [National Health System, 2013], I differentiated between two large classes of occupations – manual and intellectual. On a later stage of analysis the manual and intellectual occupations were operationalized in the form of real occupations: *female custodian*, *plater*, *steel fixer* – for the manual occupations – and *IT specialist*, *family doctor* and *elementary and middle school teacher* – for the intellectual occupations.

The news included in the sample that was analyzed – 944 articles – were those referring to one or several of the real occupations taken into consideration.

#### RESULTS OF THE ANALYSIS

The manual occupations (female custodian, plater and steel fixer) were presented in 140 news (14.8%) of the total of the sample considered, while the intellectual occupations (IT specialist, family doctor and elementary and middle school teacher) were presented in 804 news (85.2%). At the same time, most of the analyzed articles presented the family doctor occupation (631 articles) while at the opposite end, as far as media coverage goes, was the steel fixer occupation (only 9 articles published referring to this occupation during the analyzed time period). Of the manual occupations, most of the news was on female custodians (103 news on female custodians compared to 28 on platers and 9 on steel fixers) and the news on IT specialists was less than the news on the other intellectual occupations (36 news on IT specialists compared to 137 news on elementary and middle school teachers and 631 news on family doctors). The chi-square test showed that the deflection of frequency no-

ticed in the case of the analyzed occupations was: -54.3 for the female custodian, -129.3 for the plater, -148.3 for the steel fixer, -121.3 for the IT specialist, -20.3 for the elementary and middle school teacher, and 473.7 for the family doctor. This situation could be explained with the fact that Romanians lay emphasis on health and not so much on manual or new occupations (such as that of an IT specialist). Another argument to this regard is the fact that each of the analyzed newspapers had special health, education and IT columns but no manual occupation columns.

According to the same data set, one could notice a clear difference in the number of articles based on the type of newspaper where the news was published: general (“Adevarul” and “Romania Libera”) and tabloid (“Click!” and “Libertatea”). Thus, most of the news on occupations (864) were published in the general newspapers (784 in “Adevarul” and 80 in “Romania Libera”) while the tabloids only published 80 news (34 in “Click!” and 46 in “Libertatea”).

The first research hypothesis that was tested was the one postulating the existence of a relationship between the type of newspaper (general vs. tabloid) and the type of occupation (intellectual vs. manual) presented in the news published by these media. In order to validate this hypothesis or not, I used the T-test starting with the null hypothesis: “There is no relationship between the type of newspaper (tabloid and general) and the type of occupation (intellectual – group 1, and manual – group 2) presented in the newspapers”. The Levene test had a value of 0.327 with a probability of error of 0.56. Because F was different from zero and the value of the T-test was -0.291, the null hypothesis was rejected in favor of the alternative hypothesis – H1. Thus, it was obvious that in the case of Romanian mass media, there is a causality relationship between the type of newspaper (general vs. tabloid) and the type of occupation (intellectual vs. manual). In conclusion, the news coverage of intellectual and/or manual occupations is based on the type of newspaper publishing the respective articles.

From the perspective of the editorial policy of the newspapers, the data indicated that 73.7% of the articles were published in the “News” column. The second category of columns with the most published articles on occupations was the “Health” column, with a percentage of 17.6% articles, all news being on family doctors. Each occupation was present in at least two categories, with the news on the family doctor occupation being published in the most varied columns, followed by the female custodian while the steel fixer occupation was only covered in news published in two types of columns (see Table 1).

In the case of the newspaper columns where the analyzed news was published, we can say that the coverage of occupations in the online newspapers was different. Thus, the steel fixer occupation was covered in news published only in two newspaper columns, while the female custodian occupation was covered in news published in seven different columns, which is similar to the news coverage of the family doctor occupation. Even though intellectual occupations are given special columns by newspapers (for example, “Health” – doctors, “Education” – teachers, and “Teach

Table 1. The relationship between the occupations and the newspaper columns where the news was published (N)

		Occupation						Total
		Female custodian	Plater	Steel fixer	IT Specialist	Elementary and middle school teacher	Family doctor	
The newspaper column where the news was published	Current affairs/ News	88	22	8	23	134	421	696
	International	1	1	0	0	0	0	2
	Financial/ Money & Business	0	0	0	4	0	1	5
	Sports	2	3	0	0	1	0	6
	Life/ Free time	6	1	1	6	0	6	20
	Culture	4	0	0	0	0	0	4
	Opinions	1	1	0	0	0	1	3
	RL Exclusively	0	0	0	0	1	3	4
	Lifestyle	1	0	0	1	0	33	35
	Technology	0	0	0	2	0	0	2
	Health	0	0	0	0	0	166	166
Education	0	0	0	0	1	0	1	
Total		103	28	9	36	137	631	944

Source: Total sample of analysed Romanian articles (944 articles)

& IT” – for IT specialists) the data did not allow us to obtain a relevant difference regarding the segmentation of the news coverage of the two types of occupations (intellectual vs. manual) based on the type of newspaper column where the articles were published. Thus, overall the sample taken into consideration, the news on the manual occupations was published in 12 newspaper columns whereas news on the intellectual occupations was published in 13 newspaper columns.

Along the occupation segmentation axis based on the type of property existing in organizations and companies – state vs. private – the analysis of the articles included in the sample showed that in the case of the news on manual occupations, there were no indications whatsoever that would allow the framing of these occupations as belonging to the state or private domain. However, according to the content analysis results, for the intellectual occupations, the majority of the articles – 744 – presented these as belonging to the public (state) domain, 24 articles presented them as being a part of the private domain and 36 articles gave no reference as to allow this differentiation.

As for the occupation framing within the news included in the sample, the analysis results indicated the fact that the type of framing favored by the Romanian online newspapers was the general framing, with a total of 432 articles (news) on occupations in general, with no reference to any person in relation to these occupations. At the opposite end, there was a particularized framing variant, with only 18 articles (news) referring to a specific person, but with the content of the respective article

having nothing to do with the person’s occupation. There were 295 articles (news) referring to a specific person who was asked his/her opinion on a certain problem regarding their occupation and 177 articles containing news referring to a specific person, with the content of the article being in regard to his/her occupation.

Table 2. The relationship between the types of occupations (intellectual vs. manual) and their framing

		The news framing of the occupation					Total
		The news is about a person and it has everything to do with his/her occupation	The news is about a person but it has nothing to do with his/her occupation	The news is about a person and the person is asked his/her opinion on a certain problem regarding his/her occupation	The news is about a person but he/she is not asked his/her opinion on a certain problem regarding his/her occupation	The news talks about the occupation in general	
Types of occupations	Manual occupations	12	7	4	15	102	140
	Intellectual occupations	165	11	291	7	330	804
Total		177	18	295	22	432	944

Source: Total sample of analysed Romanian articles (944 articles)

As Table 2 shows, the type of framing favored by the Romanian online newspapers, both in the case of the manual occupations and the intellectual occupations, is general framing. In the case of the intellectual occupations, particularized framing was also used. Thus, overall the sample taken into consideration, 291 articles were on a person who was asked his/her opinion on a certain problem regarding his/her intellectual occupation and 165 articles were on a person and his/her intellectual occupation.

The specific framing for each occupation taken into consideration was, also, different. The news on female custodians, platers, steel fixers, IT specialists and elementary and middle school teachers used especially the general framing. The family doctor occupation was an exception, as the majority of the news on family doctors was about a person who was asked his/her opinion on an issue regarding his/her occupation (family doctor). As for the framing of the steel fixer occupation, the news on this occupation was either general or referring to a specific person and his/her occupation (steel fixer). In the case of the plater and IT specialist occupations, there is only one article in which a specific person is asked his/her opinion on his/her occupation but there was no article in which a specific person was asked his/her opinion on a situation that had nothing to do with his/her occupation (plater and IT specialist, respectively). Thus, it is obvious that the family doctor occupation was the only occupation where the framing used by the Romanian mass media was extremely

particularized, the articles being on people who were asked their opinions on their occupations or certain situations regarding the respective occupation.

In 228 analyzed articles, the occupation represented the source of the article. Among the articles which placed the occupation as the central theme, 20 out of 194 articles referred to the manual occupations and 174 covered the intellectual occupations.

Table 3. The relationship existing between a certain occupation of a person (who is, at the same time, the source of the article) and the occupation framing in general

		The person who has a certain occupation (which is, at the same time, the source of the article)	The occupation framing in the news
The person who has a certain occupation (which is, at the same time, the source of the article)	Pearson Correlation	1	,612**
	Sig. (2-tailed)		,000
	N	944	944
The framing of the occupation within the news	Pearson Correlation	,612**	1
	Sig. (2-tailed)	,000	
	N	944	944

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Total sample of analysed Romanian articles (944 articles)

According to the value of the correlation coefficient presented in Table 3, it is obvious that between the inclusion in the news of a person with a certain occupation (which is, at the same time, the source if the article) and the occupation framing in the article, there is a positive correlation, the relationship between the two variables being a strong one ( $r < .50$ ). Thus, between the two variables, there is a significant relation, which is statistically significant for 37% of the total of the analyzed sample.

The second research hypothesis tested in the present article was: "During the analyzed time period, there is a high probability that the presentation of the occupations in the news published by the Romanian online newspapers is similar to the public's perceptions of the respective occupations (as they were expressed by the readers' comments at the end of the articles)". The analysis of the news sample taken into consideration indicated the fact that only in the case of 54 articles the occupations were attributed positive qualities, whereas in the case of 59 articles the occupations were associated with a series of negative qualities. The general attitude towards a certain occupation was positive in 44 articles, negative in 49 articles, both positive and negative in 11 articles and neutral in 840 articles. Thus, it was obvious that Romanian online newspapers have a general tendency towards impartiality while presenting the occupations. However, if the occupations are segmented in manual occupations vs. intellectual occupations, the results indicated that the manual occupations were presented with positive qualities in 13 articles and with some negative qualities in

29 articles. The ratio between the positive vs. negative presentations for the news coverage of the intellectual occupations was: 36 articles presented the intellectual occupations together with certain positive qualities and 29 articles presented these occupations in a negative way. The tendency of the Romanian online newspapers to present the manual occupations in a negative way is thus obvious.

Table 4. The relationship existing between the type of occupations and the association of positive qualities with the occupations presented

		Types of occupations	Presenting positive qualities associated with the occupation
Types of occupations	Pearson Correlation	1	,064*
	Sig. (2-tailed)		,049
	N	944	944
Presenting positive qualities associated with the occupation	Pearson Correlation	,064*	1
	Sig. (2-tailed)	,049	
	N	944	944

\* Correlation is significant at the 0.05 level (2-tailed).

Source: Total sample of analysed Romanian articles (944 articles)

Table 5. The relationship existing between the type of occupations and the association of negative qualities with the occupations presented

		Types of occupations	Presenting negative qualities associated with the occupation
Types of occupations	Pearson Correlation	1	,237**
	Sig. (2-tailed)		,000
	N	944	944
Are there any negative examples related to this occupation?	Pearson Correlation	,237**	1
	Sig. (2-tailed)	,000	
	N	944	944

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Total sample of analysed Romanian articles (944 articles)

As Tables 4 and 5 above show, the relationship between the type of occupations and the association of qualities (negative or positive) with these occupations in the news published by the Romanian newspapers is various. Thus, the relationship is present in 40% of the articles which present the positive qualities and in only 5% of the news that associate the negative qualities with an occupation. At the same time, the correlation is statistically significant for the positive qualities associated with the respective occupations and it is relatively insignificant in the case of the negative qualities associated with the occupations presented in the newspapers. If we only refer to the general attitude, positive or negative, in the case of the manual occupations the general attitude is predominantly negative and in the case of the intellectual occupations, the general attitude is predominantly positive.

In order to test the third research hypothesis (“During the analyzed time period there is a high probability that the type of framing – positive, negative or neutral – of the occupations in the news published in the Romanian online newspapers is similar to the readers’ type of perception of the respective occupations – negative, positive or neutral – presented in the comments following the online articles”) we started off by analyzing the frequency of the comments accompanying the articles published in the online newspapers. The content analysis results indicate the fact that of the total sample, only 466 articles were followed by comments, the rest having no comments from the readers. Of all the articles which had comments, 14 had comments in favor of the presented occupation, (one of which was presenting the manual occupations and 13 were referring to the intellectual occupations), 25 had comments against the occupation they were presenting (two of which referred to the manual occupations and 23 to the intellectual ones), 11 articles were neutral (two of which referred to the manual occupations and 9 to the intellectual ones), and 408 had comments that had nothing to do with the respective occupation (84 to the manual occupations and 324 to the intellectual occupations). Thus, one can notice that the news on the intellectual occupations was more frequently commented on in relation to the articles on the manual occupations, which offers indications regarding the relevance of the first type of news for the newspaper readers.

The analysis of each specific type of occupation covered in the news included in the studied sample, indicated the existence of certain different perceptions of the readers of these articles. Thus, the sample included only two articles on the female custodian which had negative comments. One article on the plater occupation had positive comments, while an article on the steel fixer occupation had neutral comments. Three articles referring to the IT specialist occupation had negative comments while twelve of the articles on elementary and middle school teachers had positive comments and nine articles referring to this occupation (e.g. elementary and middle school teacher) had negative comments. Finally, the sample included eleven articles on family doctors followed by negative comments and a small article on this occupation (e.g. family doctor) which had positive comments. Thus, it is obvious that some manual occupations, such as plater, and some of the intellectual occupations, such as the elementary and middle school teacher occupation are perceived by the readers in a positive way, as it is indicated by the higher number of positive comments at the end of the articles referring to these occupations. The only articles that did not seem to interest the readers (in the sense that there were no comments following them) are the ones referring to the steel fixer occupation.

The full testing of the third research hypothesis presupposed the formulation of a null theory. According to the null hypothesis, there was no relationship between the comments (positive or negative) accompanying the news about a certain occupation and the newspaper framing of the occupations (the general attitude of the newspaper). Because the value of F is 5,237 (with an error probability smaller than 0.03%) and the value of the T-test is -0,849 (with an error probability of 0.3%) I rejected the

Table 6. The relationship between the newspaper framing of the occupations and the people’s perception of the respective occupation expressed in the form of comments to articles

		Levene’s Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
The newspaper framing of the occupations	Equal variances assumed	5,237	,028	-,927	37	,360	-,342	,368	-1,088	,405
	Equal variances not assumed			-,849	22,098	,405	-,342	,402	-1,176	,493

Source: Total sample of analysed Romanian articles (944 articles)

null hypothesis. In the case of the analyzed news there was a statistically significant relationship between the newspaper framing of the occupations and the people’s perception of the respective occupation (as it is expressed through the readers’ comments at the end of the articles).

### CONCLUSIONS

From the specific perspective of both sociology and journalism [Molotch and Lester 1995; McCombs 2004; McCombs 2013; Williams, Wardle, Wahl-Jorgensen 2011; Weaver 2015] as well as from the news framing perspective [Scheufele, Shanto 2012; Snow, Benford, McCammon, Hewitt, Fitzgerald 2014], the present study aimed to explain the specificity of the Romanian online newspapers coverage of certain specific professions – intellectual and manual: *female custodian, plater, steel fixer, IT specialist, family doctor and elementary school teacher*.

Thus, the analysis of the empirical data validated the first and the second research hypotheses. The tabloids and the general newspapers presented the professions in Romania in different ways. At the same time, a high level of similarity was registered between the type of newspaper framing of the occupations and the readers’ opinions on these occupations – the way these appear within the comments published at the end of the respective articles. As far as the second research hypothesis is concerned, it was validated only for the positive qualities associated with the occupations presented in the news (and it was invalidated for the negative qualities associated with the occupations covered in the newspaper news).

Were certain occupations presented in a more privileged way by the Romanian newspapers during the analyzed time period? The answer is yes, based on the analysis realized we can say that in the case of the news published by the Romanian

online newspapers, the intellectual occupations seemed to have higher relevance than the manual occupations. This is also confirmed by the fact that the news on the intellectual occupations was the most commented on, overall the sample. Among the manual occupations, the female custodian occupation is the one enjoying the most favorable framing in the Romanian online newspapers. It was the most mediatized manual occupation, but its framing was most frequently a general one. Among the intellectual occupations, the elementary and middle school teacher was the occupation with the most positive framings. At the same time, it was the occupation to which the media attributed the fewest positive qualities but which the readers appreciated the most, the news referring to it having the most positive comments of the entire sample of news referring to the intellectual occupations.

The limits of the present study are relevant for future research. The analysis focused on a sample of articles published in the Romanian media (online newspapers), which is why the results could not be generalized at a broader, geographical-cultural level. Further research could test whether the results of the present study can be found in the case of an ampler sample and/or in the case of a sample which would include articles and news published in other European countries.

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