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Between "information" and "entertainment": framing the Polish EU presidency in Romanian media

ABSTRACT

This study examined whether Romanian media's framing of Poland's EU presidency (June 2011–June 2012) represents informative journalism or we can talk about a sensationalist coverage of the issue. The difference is important especially within the context of the general approach of the Romanian press to the relevant "external" topics, knowing that the Romanian media are, mainly, focused on the internal issues.

Drawing on "framing theory", the study investigated the main actors involved, the issues covered in relation to Poland presidency and their salient attributes in the script structure of each article. The results indicated that informative elements were both in newspapers and in on-line materials covering the Poland's EU presidency. At the same time, the Polish European presidency was not covered in an episodic manner by Romanian media-either on-line or newspapers, the preference for contextual framing being obvious in Romanian media.

Key words: framing, script structure, framing theory, Poland's EU presidency, mass media.

INTRODUCTION

Frames are "conceptual tools which media and individuals rely on to convey, interpret, and evaluate information" [Rusell Neuman, Just, Crigler 1992: 60]. The present study examines what type of journalism conditioned the news framing of Poland's EU presidency in 2011–2012.

In doing so, the study visits social psychological perspectives that seem informative for understanding this journalism. This study particularly draws on the social

cohesion model [Hogg 1992] and social identity theory [Tajfel, Turner 2001: 94–109] to anticipate and test hypothetical frames for people exposed to media coverage to Poland's EU presidency. According to these theoretical perspectives, people are likely to intensify their group membership by sharing their emotions and relational attitudes with other in-group members. They also tend to wish to keep a positive social identity that is magnified by group membership.

The group behavioural tendency can influence journalists, too. Specifically, the study anticipates that journalists, as members of a society, will pay attention to peoples' *emotions* (i.e., emotion-eliciting experiences as well as emotional responses) and *relational attitudes*. Relational attitudes here refer to people's like or dislike for in-group/ out-group members. Non-emotional and non-relational *character* is also expected to be the aspect made salient by journalists in their coverage of an international event and process. Regarding the Character frame, social identity theory [Tajfel, Turner 2001: 94–109] explains that positively characterizing the in-group and negatively characterizing the out-group fosters a positive social identity for the in-group.

A content analysis of a sample of Romania on-line media and newspapers is conducted. The frames used in the media coverage of Poland's EU presidency are quantified by examining the main actor and salient attributes manifested in the script structure [Pan, Kosicki 1993: 55–76] of each news story.

In the light of framing analysis, the present study provides empirical knowledge on new types of media frames initiated by the journalists' practices and "hidden" ideologies. The findings on the new frames will also add new information on European media coverage of transnational processes, as was the case with Poland's EU's presidency in 2011–2012. The investigation of the script structure as an important dimension of news framing [Pan, Kosicki 1993: 55–76] is significant as well.

LITERATURE REVIEW

NEWS FRAMING OF A POLITICAL EVENT

We have chosen as the starting point in the present article, the general theory of "the media framing" of a certain subject, topic or issue. Gamson [1989: 157] defines frame as: "…a central organizing idea for making sense of relevant events and suggesting what is at issue".

As such, the term "framing" refers to the act of organizing a constant flow of events, groups and individuals in order to help us understand the world [Goffman 1974]. It entails "selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution" [Entman 1991: 417].

The "frame" is a notion used by sociologists [Goffman 1974] and anthropologists [Bateson 1972] to explain people's way of perceiving reality and was introduced into

American media studies in the late 1970s. Tuchman [Tuchman 1978] and Gitlin [Gitlin 1980] utilize the concept to show how media coverage of social issues, as an elite discourse, contributes to maintaining the *status quo* in the social power structure. In doing so, Gitlin defines framing as [Gitlin 1980: 7]: "persistent patterns of cognition, interpretation, and presentation of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse, whether verbal or visual".

It is generally considered that the frames are used in mass media because they have the capacity to highlight certain elements and perspectives, increasing thus the chances for certain interpretation schemes to be selected and evoked from among many others. As Sieff emphasizes [Sieff 2003], the repetitive character by which the frames are presented to the public shapes in time the way in which a certain topic or subject is perceived. In other words, the more frequently a certain topic is framed in a certain approach, the more probable for people, and the public in a larger meaning to adopt that perspective on the matter.

In the present case, we have chosen from the diversity of the perspectives on "framing" Entman's classic model [2004] – the so-called "cascade model of frames" – since we have considered that this one has as main advantage the fact that he accounts for a diversity of framings (of the elites, the mass media or the public) and for the existence of a necessary feed-back among them (and which serves as a basis for the evolution of a problem framing in time).

According to the literature of this study area, we can talk about a variety of the typologies for different types of framing. Among these, we will only mention the following ones:

The distinction between episodic and contextual framing [Iyengar 1991]: "Episodic framings" tend to concentrate on the individual, emphasizing the individual explanations whereas "the thematic framings" are interested not only by the individual level but also by aspects connected to the general social level and implicitly by social explanations. Sotirovic [2003] describes the individual explanations as being those which concentrate on the involved actors' personality, moods or motivational contexts, whereas the social explanations are those which highlight the situational forces and the circumstances of a process or event.

The distinction between the macro and the micro level to which the framing applies [Scheufele 1999]: As a macro construct the term of framing refers to the procedures used by journalists and other communicators to present the information in a manner which should match the fundamental schemes used by their audiences [Shoemaker, Reese 1996]. For journalists, framing does not mean trying to distort news but trying to reduce the complexity level of a certain topic, if we consider the restrictions related to the organizational routine in a media institution [Gans 1979]. In other words, "frames" become a precious tool for presenting relatively complex topics in an efficient and accessible manner for a profane audience, because they use the cognitive schemes the audience already possesses. As a micro-construct, framing describes the way in which people use the information and characteristics connected

to the presentation of certain information referring to some issues and topics at the very moment they form the impressions related to these (topics and issues).

FRAMING DEVICES

Identifying frames, rather than testing their effects, is the matter of interest in this study. Thus, how frames are captured is a critical issue. According to Pan and Kosicki [Pan, Kosicki 1993: 55–76], there are four dimensions in news stories, where framing devices may function: syntactic, thematic, rhetorical, and script structures.

First, the framing of an issue can be identified by examining the arrangement of words or information in the typical inverted pyramid structure of a new story (i.e., syntactic structure). Also, a given aspect of an issue can be made salient by a "hypothesis-testing" feature of news stories (i.e., thematic structure). The stylistic choices made by journalists can serve framing (i.e., rhetorical structure) as well.

Finally, news framing can be performed through script structure, which refers to the scheme composed by the sequence of activities and components of an event. The generic version of script structure in news stories consists of the five Ws and one H: who, what, when, where, why, and how. The script structure in news stories "conveys 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]. News discourses, however, are *stories* because they are "arbitrarily chunked concretes in a continuous flow of history" [Pan, Kosicki 1993].

With dominant topics ranging from internal politics to human interest and accidents and disasters, the framing of Poland's UE presidency must have involved the selection of those narratives that were more or less related to the process that covered one year. In other words, the question of whose stories and which facts within each story would be covered by news media is likely to have been the essence of the framing of issues related to Poland's EU presidency. In this respect, examining the script structure of news stories should be useful in capturing the news framing of people, since the structure will provide information on whose and which news was selectively reported.

HYPOTHESES AND RESEARCH QUESTIONS

Although the dominant topics related to Poland are expected to be salient in the news coverage of the process we analyse, they may not have been framed in a similar way. Specification of the expectation for the hypotheses and research questions on the news framing of each dominant topic therefore seems to be in order.

First of all, the Romanian (on-line and printed) media should, when covering the European process, pay attention to the emotive aspects of this process and share them with their readers and viewers. Accordingly, this hypothesis is proposed:

H1. Poland EU presidency is more likely to be framed in terms of its informative elements, the emotive and/or psychological elements being minimized by the Romanian media.

In our assessments there must have been many different types of information that should be involved in Romanian media stories about Poland's EU presidency. On the one hand, both countries (Poland and Romania) are new European Union member states, and, from here, the information about Poland's political regime and social-economic issues could be of interest for Romanian audience. On the other, the presidency covered one year, a period in which both countries experienced socio-economic and political challenges due to the global recession. Taking into account both aspects previously mentioned, accordingly, the present study examines the comparative ratios of information and emotional aspects of "news packaging" in Romanian media and therefore the following research question arises:

RQ1. Which type of information is more salient in stories about Poland's EU presidency?

As framing researchers recognize [Entman 1991; Gamson 1995], it may be difficult to grasp the frames generated by media practices because they are deeply anchored in the extant culture and resonate naturally with cultural motives. From here, in order to avoid the "cognitive dissonance" [Festinger 1962] we assumed that the elements presented in the stories covering Poland's EU presidency will be framed in an episodic manner in Romanian media – by emphasizing the individual explanations at the expense of the social explanations. Accordingly, the following hypothesis is proposed:

H2. Poland's EU presidency is more likely to be framed in an episodic manner by the Romanian media, while the contextual framing will be minimized.

The Polish presidency of the European Union should be presented by the Romanian journalists by focusing on the involved actors' personality, moods or motivational contexts [Sotirovic 2003], and thus the situational forces and the circumstances of the process or event will be less present in media depictions of them. In our assessment this will be a result of attention payed by the Romanian journalists to the informational aspects of the story. Those stories presenting Poland's European Union presidency are also likely to be subjected to the episodic framing following the social identity theory, which anticipates a negative differentiation of the out-group from the in-group. [Tajfel, Turner 1979]. Given this situation, it is hard to predict the prevalence of con-

textual framing for Poland's EU presidency. From here, the next research question arises:

RQ2. What were the main frames through which Poland's EU presidency was presented to the Romanian public?

DATA SET AND METHODOLOGY

Strictly speaking, the analyses dedicated to media frame, identified the following steps involved in the framing research [Semetko, Valkenburg 2000]:

First, we identify a problem or an event [Entman 2004, pp. 23–24]. A frame in communication can be defined only in relation to a certain event, a certain issue or a certain political actor.

Secondly, if the purpose is to understand the way in which the frames from the message influence the public opinion, then the research should concentrate on a specific attitude – for example, the attitude towards the issue "X" [Feldman, Zaller 1992; Iyengar 1991].

Thirdly, we identify inductively an initial multitude of "frames"/ "framing" for a topic or an issue. Gamson and Modigliani [1987: 144; 1989: 7] suggest even the analysis of the frames produced by different actors and elite organizations related to the topic of interest in order to make a "list" of "existing cultural frames at a certain moment" in the elite's discourse.

Finally, once an initial multitude of frames was delimited, we choose the sources for the content analysis [Tankard 2001: 101; Dimitrova 2005; Nisbet 2003: 48] and this one is performed for delimiting and studying these frames.

On the basis of the "methods' triangulation" principle and for validity reasons, two main methods of data collection were used in the collection and analysis of data: quantitative content analysis (QnCA) and qualitative content analysis (QuCA).

From the point of view of methodology, in the QnCA performed, the current research study employed 'the theme' as the main analysis unit. We did not simply count words because we considered that the employment of themes offers an advantage in the results which it generates and which are [Krippendorff 2004: 110]: "… rich in information and potentially extremely productive, consequently they would be preferable to any other types of segmentations [physical, syntactical, categorical or propositional]".

The term 'theme' refers to the analysis of the narrative as verbal material and to the use of relatively comprehensible analysis units such as *themas* [Murray 1943], *themes* [Holsti 1969], or combinations of categories [Aron 1950]. This type of analysis was used by Holsti [1969: 137] for the analysis of political documents.

In the same research project we use the QuCA, understood as [Deacon, Golding 1999: 147]: "…an attempt to understand the systematic relations between texts, discursive practices and socio-cultural practices".

The purpose of qualitative content analysis is to discover and clarify the ways in which [Deacon, Golding, 1999: 310]: "...the power relations and structures are built into the daily language and, in that way, the way in which language contributes at the legitimating of the social relations that exist and of the hierarchies of authority and control".

The Romanian media were selected on the basis of their market-quotas in on-line and off-line environments[1]. There were nine Romanian media outlets considered: six newspapers – "Adevarul" (The Truth), "Jurnalul National" (The National Journal), "Romania Libera" (Free Romania), "Libertatea" (Freedom), "Click"– three "aggregate" sites – Ziare.com, Hotnews and EurActiv – and one magazine – "Revista 22" (22 Review). There were twelve months analysed in the period 1 June 2011 – 1 August 2012[2].

All media stories about Poland were selected and examined. This resulted in a total of 2,715 articles analysed – 1,668 articles published in newspapers and 1,047 articles in on-line media. The unit of analysis was the article.

CODING

This study examines both the script structure of a news story (which consists of the five W's and one H) and the Polish EU presidency in 2011–2012. Although Pan and Kosicki [1993] analyse script structures sentence by sentence, this study examined the entire structure of a news story. The W's and H covered in a story are not treated with the same degree of salience. The emphasis on a certain W or H, produced by putting it in the text of the article or by repeating similar elements, constitutes a news framing.

To determine the main frames used in the Romanian media this study examined the text of the articles. The frames used were subdivided into contextual frames and episodic frames. The operationalization of each frame and examples of it are showcased in Appendix A.

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[1] According to the statistics of Romanian Audit Bureau Transmedia (BRAT) for 2011 and 2012-- www.brat.ro.

[2] The structure of the sample was the following: "Romania Libera" (Free Romania) – 410 articles, "Jurnalul National" (National Journal) – 288 articles, "Libertatea" (The Freedom) – 34 articles; "Adevarul" (The Truth) – 834 articles; "Click" – 25 articles; Hotnews – 571 articles; Ziare.com – 398 articles; EurActiv – 78 articles; "Revista 22" (22 Review) – 77 articles.

RESULTS

There was a clear focus on what we can call "raw information", that is "news" as journalistic genre, at the level of the entire sample analysed. News about Poland and Poland's EU presidency represents 63.4 percent of the total number of articles published in newspapers and 7.9 percent of the total number of articles published on-line. At the same time, the opinion-type media materials (e. g. commentaries, columns, editorials) were less presented in the analysed sample – for example, the columns represented only 17.7 percent of the articles published in newspapers and only 7.6 from the total number of the articles published on-line about Poland's EU presidency.

Another aspect of the Polish EU presidency is its source dichotomy – located both at the national and world scale – as it was presented in the article. Thus, in the case of newspaper 14.4 percent of articles invoked information from national news agency while 5.6 percent used international news agency as the main source of information. For the on-line articles there are 52 percent of the articles which used information from national news agency and 20.3 percent of the articles which used international news agency as a source.

The predominance of visual elements (44.6 percent of the newspapers' articles and 55.2 of on-line articles have a photo or a video published together with them) points out the relevance of informative elements in the general flow of messages delivered related to the issue examined.

Table 1. Correlation between the genre of media material (news, editorial, reportage) and Poland's EU presidency relevance within articles – Romanian newspapers and on-line media

		News	Reportage	Editorial
Poland's EU presidency relevance within articles – newspapers	Pearson correlation	**,113(**)**	-,031	,040
	sig. (2-tailed)	,000	,205	,100
Poland's EU presidency relevance within articles – on-line media	Pearson correlation	**,133(**)**	-,014	-,021
	sig. (2-tailed)	,000	,644	,493

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

If we consider the three dominant genres of Romanian (newspapers and on-line) articles ("news", "reportage" and "editorial") we could notice that Poland's EU presidency was mainly framed in news both in newspapers and in on-line media. The hypothesis about the salience of informative elements in (both newspapers and on-line) media coverage of Poland's EU presidency was supported both in the case of newspapers and on-line media.

Table 2. Logistic regression models for the Poland's EU presidency relevance
within articles – Romanian newspapers and on-line media

Variables	Model 1 (newspapers)			Model 2 (on-line media)		
	Exp(B)	Wald	Sig.	Exp(B)	Wald	Sig.
International politics as the dominant topic of the article	**3,551**	36,185	,000	4,804	40,609	,000
Economy as the dominant topic of the article	**,972**	,015	,902	1,009	,002	,966
Culture as the dominant topic of the article	,796	,739	,390	,676	1,737	,188
Sport as the dominant topic of the article	,814	,748	,387	,639	2,573	,109
Explicit reference to nationals	1,126	,405	,524	8,954	107,098	,000
Explicit reference to impact	**,984**	,007	,931	31,868	236,967	,000
Constant	,153	111,819	,000	,070	167,880	,000
	Hosmer and Lemeshow test = ,185 (-2Log likelihood= 1263,303); ***Model significantly fits the data;*** Nagelkerke R Square= 8.2% (Method = Enter); 83.6% correctly classified cases			Hosmer and Lemeshow test = ,001 (-2Log likelihood= 938,074); ***Model does not fit the data;*** Nagelkerke R Square= 43.6% (Method = Enter); 80.2% correctly classified cases		

As regards the first research question (RQ1: "Which type of information is more salient in stories about Poland's EU presidency?") one can notice from Table 1 (see above) that in the case of the online media the model was a weak one, unsatisfactory for all variables enclosed within it. For the newspapers, on the contrary, media coverage of Poland's international politics explains a 35 percent probability from the Polish EU presidency's relevance for the analysed articles. For the newspapers' articles that cover Poland's economy that probability is only 9 percent. At the same time, the probability of one article on Polish EU presidency's relevance is 11 percent explained by that articles' explicit reference to nationals and only 9 percent by the explicit reference at the impact of Polish EU presidency.

The results of the QnCA showed the fact that for newspapers the dominant topics related to Polish European presidency were sport (21 percent), economy (20 percent of the total sample), international politics (16.2 percent) and culture (14.2 percent). At the same time, in the case of on-line media, the dominant topics related to the same research subject during the period analysed were economy (25.9 percent), international politics (16.2 percent of the total sample), sport (12.4 percent), internal politics (12.2 percent) and culture (10.7 percent).

Table 3. Logistic regression models for the Poland's EU presidency relevance
within articles – Romanian newspapers

	Model 1 (newspapers)			Model 2 (newspapers)			Model 3 (newspapers)		
Variables	Exp(B)	Wald	Sig.	Exp(B)	Wald	Sig.	Exp(B)	Wald	Sig.
News	2,144	20,270	,000						
Reportage				,642	1,868	,172			
Editorial							1,633	2,477	,116
International politics as the dominant topic of the article	3,229	30.285	,000	**3,514**	35,517	.000	**3,754**	37,743	,000
Economy as the dominant topic of the article	,918	,131	,717	**,964**	,025	,875	**1,014**	,004	,953
Culture as the dominant topic of the article	,779	,873	,350	,793	,761	,383	,852	,350	,554
Sport as the dominant topic of the article	,691	2,352	,125	,803	,854	,355	,877	,290	,590
Explicit reference to nationals	1,340	2,339	,126	**1,124**	,392	,531	**1,106**	,291	,590
Explicit reference to impact	,978	,013	,908	**1,007**	,001	,970	**,979**	,012	,914
	Hosmer and Lemeshow test = ,000 (-2Log likelihood = 1241,524); ***Model does not fit the data;*** Nagelkerke R Square= 19.5% (Method = Enter); 83.6 % correctly classified cases			Hosmer and Lemeshow test = ,958 (-2Log likelihood = 1261,259); ***Model significantly fits the data;*** Nagelkerke R Square= 8.4% (Method = Enter); 83.6% correctly classified cases			Hosmer and Lemeshow test = ,414 (-2Log likelihood = 1260,980); ***Model significantly fits the data;*** Nagelkerke R Square= 8.4% (Method = Enter); 83.6% correctly classified cases		

Elements of the episodic frame did not prevail in the coverage of Poland's EU presidency within Romanian newspapers' news, the statistical model was a weak one, unsatisfactory for all variables enclosed within it. On the contrary, the contextual frame was prominent in the case of newspapers' coverage of Polish European presidency. For the reportages about Poland, there is a 35 percent probability that the coverage of Poland's international politics will lead to an increase of Poland's EU presidency relevance within the article. In the case of editorials the probability that the coverage of Poland's international politics will lead to an increase of Poland's EU presidency relevance within the article is 37 percent. At the same time, the probability of one reportage on Polish EU presidency's relevance is 11 percent explained by that article's

explicit reference to nationals and the explanatory power of the dependent variable (e.g. article's explicit reference to nationals) remains the same (11 percent) for the editorials.

Therefore the second hypothesis was not provable for Romanian newspapers. Poland's EU presidency has a strong association not with episodic frames but with contextual framing – the reportages and editorials covering the issue of Poland's EU presidency.

Table 4. Logistic regression models for the Poland's EU presidency relevance within articles – Romanian on-line media

Variables	Model 1 (on-line)			Model 2 (on-line)			Model 3 (on-line)		
	Exp(B)	Wald	Sig.	Exp(B)	Wald	Sig.	Exp(B)	Wald	Sig.
News	2,042	12,032	,001						
Reportage				1,475	1,139	,286			
Editorial							,509	3,356	,067
International politics as the dominant topic of the article	4,576	37,673	,000	**4,862**	41,008	,000	4,731	39,703	,000
Economy as the dominant topic of the article	1,021	,009	,923	,982	,008	,931	,982	,008	,930
Culture as the dominant topic of the article	,591	3,029	,082	,680	1,696	,193	,661	1,935	,164
Sport as the dominant topic of the article	,559	4,230	,040	,641	2,538	,111	,603	3,237	,072
Explicit reference to nationals	8,744	103,177	,000	**9,095**	107,807	,000	9,068	107,688	,000
Explicit reference to impact	31,721	232,345	,000	**32,330**	237,092	,000	32,855	237,759	,000
	Hosmer and Lemeshow test = ,027 (-2Log likelihood= 925,614); ***Model does not fit the data;*** Nagelkerke R Square= 4.49% (Method = Enter); 80.1 % correctly classified cases			Hosmer and Lemeshow test = ,099 (-2Log likelihood= 936,950); ***Model fits the data;*** Nagelkerke R Square= 4.37% (Method = Enter); 80.2% correctly classified cases			Hosmer and Lemeshow test = ,049 (-2Log likelihood= 934,622); ***Model does not fit the data;*** Nagelkerke R Square= 4.39% (Method = Enter); 80.1% correctly classified cases		

As can be seen in Table 4 from above, elements of the episodic frame did not prevail in the coverage of Poland's EU presidency within Romanian on-line media's

news, the statistical model was a weak one, unsatisfactory for all variables enclosed within it. In the same vein, the statistical model for editorials which have relevance for Poland's EU presidency was an unsatisfactory one, weak, for all variables considered. The contextual frame was used in the case of on-line reportages covering the Polish European presidency. There is a 48 percent probability that the coverage of Poland's international politics will lead to an increase of Poland's EU presidency relevance within the article. At the same time, the probability of one reportage on Polish EU presidency's relevance is by 32 percent explained by that article's explicit reference to nationals and by 9 percent explained by the reportage's explicit reference to the impact of Polish EU presidency

It was obvious that for the Romanian on-line media the second hypothesis was not proved. Poland's EU presidency has not a strong association with episodic frames but it is associated with contextual framing. Much more, this association was true in a specific case: the reportages covering the Polish EU presidency.

DISCUSSION

The present analysis showed that in the case of events and processes presented by the media, there is not any 'innocent eye' [Gombrich 1989]. Even the texts about events that seem new are not isolated stimuli but they are connected to previous images and ideas which come to us together with the words. As a result, texts are appreciated by the receiver in relation with the pre-existing beliefs and experiences, the so-called 'schemata', these being [Fiske, Taylor 1991]: "… general cognitive mental plans, that are abstract and….serve as guides for actions, as structures for interpreting information, as organized frameworks for solving problems".

The Romanian media coverage of Poland's EU presidency is not characterized by new values, by new symbols, and last but not least, by new mentalities and by new social representations. On the contrary, the stress was put on the "continuity" and, to this effect, the Romanian written press used a series of specific frames.

From the set of hypothesis proposed at the beginning of the article only the first was sustained by the entire set of empirical data. The relevance of informative elements was obvious both in newspapers and in on-line media's materials. In both cases the use of emotive and/or psychological elements was minimized.

The peculiarities of Romanian media coverage of Poland's EU presidency are linked to several journalistic elements: perspectives on "media events, the conventions sets, the selections criteria of information, the sources routine and the specific editorial routines in the case of mass media system from Romania.

The editorial selection process: on the one hand, at the national scale, the results (informative, news, no interest to Poland and the European Union) are not surprising if comparing them with the general features of the Romanian press (informative, news oriented, internal topics oriented, lack of interest for comparative topics to other post-

-communist countries). On the other hand, the results indicate indirectly the Romanian journalists' professional profile. Due to the gate-keeping theory [Molotoch, Lester 1997], one of the most popular within the news selection theoretical grounds, the journalists have an important "quantitative" role in the editorial selection process: the media content is, mostly, subjectively decided by editors although in some coherence with the general editorial expectances. Numbers of empirical and theoretical studies proved that, despite general ideological framing which determines the editorial decisions, a lot of topics are or are not part of the daily public media schedule from extremely subjective reasons, sometimes, due to the journalists' dispositions. So, for identifying the reasons for Poland's EU Presidency weak presence in Romanian print and on-line media, it is necessary to interpret the publishing decisions in two keys of interpretation: a) outside of newsrooms – the obvious frame of non-interest for the general public related to EU topics, EU presidency included also, b) inside the newsrooms – the individual subjectivism of the journalists is prior to organizational-professional standards.

Perspectives on "media events": Still within the information selection process theory, another direction of explanation of the media content landscape should come from the editorial definitions of media events. According to the study results, there is a preference of the Romanian media for some category of events which indicates, indirectly, the most salient media events categories. Also, the results confirm the general trend of the media interest for three "routine" media events according to the energy saving costs criteria: routine meetings, accidents, scandals [Molotoch, Lester 1997]. The three big categories defined by Molotoch and Lester [1997] suggested the media organization effort for putting the occurrences after scheduled/unscheduled criteria. The results of the study showed the Romanian media conformism to this frame of translating the reality in media events. The Romanian media conformism to Molotoch and Lester categorization indicates the lack of spontaneity in media monitorization of the social medium. As long as news appearing as individual and organizational actors reflections are filtered, the news content qualitative interpretation includes the main idea of the news as space of convergences and multiple influences. In this context, the labels of the events from reality, concretely defined in journalistic terms by genre, theme, approach, attitude, domestication etc. are understood as simple conventions which put some order after some relatively uncertain criteria within a chaotic reality. Leo W. Jeffres [1997] named two principal sets of conventions for working in newsrooms: professional and organizational, according to which the journalists are routinely working. The lack of interest for EU Presidency of Poland in Romanian press is probably explainable by the characteristics of the second set of conventions: frequencies and intensity of the event, ambiguity, significance capacity, consonance for the audience, unpredictability, elitist dimension, personalization factors, the negative nature of the events. Functionally, these factors could have affected also the interest of the Romanian press for the topic of the study.

The conventions sets, the selection criteria of information, the sources routine and the specific editorial routines indicate the professional standards which could

explain the unseen part of the editorial content. The journalistic story is not innocent even presented in a short or sensational form but it is for sure the result of a number of routine procedures. As the universe of socio-cultural significations and space of multiple factors of content influences, media show that media public information is not socially naive, it contributes to the public opinion movements and to setting the public agenda. Under the setting agenda theory [McCombs 2004] mass-media direct the public attention and create social ideology. From this point of view, as social mirror and social archive, Romanian mass-media demonstrated a strong orientation to local--national issues as a general frame of content. Ideologically, mass-media produced and reproduced for Romanian society, within a relatively predictable and closed editorial production chain, the values of the dominant context (economic, social etc.), giving for the public space a content menu with vectors of general signification contributing on medium and long term to the attitudes, predispositions and mentalities towards a subject. According to Mc Combs' theory [2004], the results of this study do not show that UE Presidency of Poland was a highly public interest topic.

The quantification of articles' framing reveals that Poland's EU presidency was framed in a mixed manner, depending both on the type of media material and on the type of media (newspaper or on-line). As the models showed, Poland's EU presidency was not covered in an episodic manner by Romanian media – either on-line or newspapers. Much more, the contextual framing of this issue was salient only in the case of reportage, and not for editorials published on-line.

The limitations of this study are instructive for future researchers. The study examined a sample of Romanian newspaper and on-line materials to test the hypothetical frames and ways of presenting Poland's EU presidency. Another study could test whether the current finding is repeatable with a larger sample or/and with a sample made from media materials from different country or countries.

APPENDIX

Operationalization of frames

Frame	Operationalization	
	How it is made	Indicators
Episodic framing	It uses only individual explanations for events, expressed mainly as news. It presents the individual name and institutions as main actors. Also it presents human interest stories, sports, culture.	Specific genre of the article – news; Name of the individuals and of the leaders; Human interest, Sport, Culture
Contextual framing	It uses the circumstances of the process or event, expressed mainly as comment, column, and editorial. It presents the internal politics, social aspects, economic issues, international relations.	Specific genre of article – column, news, editorial; Internal politics, Social aspects, Economic issues, International relations.

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