

## **THE ROLE OF NATIONAL AUDIOVISUAL COUNCIL FROM ROMANIA AND THE IMPACT ON ELABORATING COMMUNICATION STRATEGIES**

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### **Abstract**

*In the present research I will analyze the reactions and opinions of the interviewed persons regarding the role of National Audiovisual Council from Romania, and also it will be analyzed the impact on elaborating communication strategies. At the same time, it is aimed at presenting some comparisons between: the general activity of the National Audiovisual Council and the displaying of main objectives, as well as the expectations of the public opinion about the work of this institution. Thereby, I will use the interview as a qualitative research method, to confirm or infirm the hypothesis of the present research.*

**Key words:** *National Audiovisual Council, communication, strategies, impacts*

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### **1. Introduction**

National Audiovisual Council (CNA for short) is a independent public authority responsible for defending the public interest in the field of broadcasting (radio and television). CNA is subordinate to Parliament, to which it submits an annual report, and appoints the 11 members of the board for 6 years mandates. They are appointed by the Romanian Parliament, at the suggestion of Senate (3 members), the Chamber of Deputies (3 members), the President of Romania (2 members) and Government (3 members).[1]

The National Audiovisual Council is the guarantor of the public interest and the only authority to regulate in the area of audiovisual programs.

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CNA's mission is to ensure a climate of free expression, being responsible for the public broadcasting. To accomplish this mission established by the Broadcasting Act, which transposes the Audiovisual Media Services Directive, CNA issues decisions, recommendations and instructions. Among these is the Decision on Regulatory Code of the Audiovisual Content.[2]

The institution's role is to provide an audiovisual market based on freedom of expression, plurality, and free competition. At the same time, CNA must ensure conformation, by television and radio channels, on standards concerning accurate information, privacy, human dignity and protection of minors. CNA also issues Broadcasting Licenses.

Council meets, regularly, twice a week in public sessions, and is mandated to monitor broadcasters and to impose sanctions if there are breaches of active regulations. CNA meetings are public, therefore anyone interested can assist.

Briefly, what does CNA do: CNA issues audiovisual licenses, rebroadcasting approvals, and audiovisual authorization decisions; CNA regulates matters concerning the content of programs, advertising and teleshopping in audiovisual and electoral programs; CNA develops and reviews annual strategies of territorial coverage with audiovisual programs services; CNA organizes competitions for the issuance of licenses for audiovisual services on terrestrial radio broadcasts; CNA seeks to insist on the viewers and listeners rights, an important aspect in this regard being the protection of minors and human dignity; CNA aims, according to its duties, the work of broadcasters and cable operators across the country, through its network of territorial inspectors.[3]

What does not CNA do: CNA does not produce programs, shows or commercials; CNA does not control programs before broadcasting; CNA does not establish the policy of radio and television services, and does not decide in administrative matters relating to public stations; CNA may issue recommendations, but beyond legal, responsibility for quality issues is laid upon broadcasters; in other terms, CNA does not penalize the lack of professionalism, but deviations from the law and from the rules in force; CNA can not require, to cable companies, the assumption of certain programs or types of programs, than those provided free and public in the Broadcasting Law; CNA has no qualification about the signal quality of the audiovisual, this matter being laid upon the National Authority for Management and Regulation in Communications and the National Authority for Consumer Protection.[4].

## **2. Case study**

In this research, I will analyze the reactions and opinions of the respondents on the role of the National Audiovisual Council of Romania and, at the same time, the impact on elaborating communication strategies.

Thereby, I'll use the interview as a qualitative research method in order to confirm or to rescind the hypothesis of this study:

- a) At present, in Romania the National Audiovisual Council does not monitor enough the online segment.
- b) The work of the National Audiovisual Council should be optimized and developed according to mass media market.
- c) It is required a balance between monitoring-sanctioning-problem solving, in terms of dissemination of communication campaigns through the media, nationwide.

The topic of the interview is: The role of the National Audiovisual Council of Romania and its impact in elaborating communication strategies.

The main objective of the research is to present the respondents' reactions on both the role of the National Audiovisual Council of Romania and its impact in developing communication strategies.

The interview was addressed to individuals residing in major cities of Romania, but also to several people living in the United States of America, and in countries of the European Union, such as Germany, France, Italy and Austria, aged over 20 years, with university education, working in public or privately-owned companies, who have visited a large number of countries, worldwide. Undoubtedly, this category consists of people who are very often informed by the media and have a permanent contact with media organizations in each country. Furthermore, these people have very clear terms of comparison regarding mass media activity at European level. The interview was applied to 20 people.

Average duration of the interview was 20 minutes, including detailed answers to all questions.

The interviews took place between 15<sup>th</sup> February 2015 – 1<sup>st</sup> March 2015.

After summarization, interpretation and analysis of the answers, I'll answer the two research questions stated:

1. How familiar is the work of the National Audiovisual Council to public opinion?

2. What are the expectations and arguments of the public, regarding the activity of the National Audiovisual Council of Romania?

The structure of the interview is as follows: 8 open-ended and closed-ended questions whose main objective is to measure the reactions of interviewees, on both the role of the National Audiovisual Council of Romania, and its impact on elaborating communication strategies.

At the same time it is aimed at presenting some comparisons between: the general activity of the National Audiovisual Council and the displaying of main objectives, as well as the expectations of the public opinion about the work of this institution.

At the end of the interview, after the 8 questions that follow the goals stated before, I have asked two more questions, whose main objective is to acknowledge the age and the actual residence of targeted subjects. I have chosen a structured interview in order to keep the same number of questions and the same disposal for all the respondents, likewise for the profound approach on the topic of the research.

I will interpret and analyse the answers for each question in the interview guide.

### **2.1. So far, have you heard about the National Audiovisual Council of Romania?**

After addressing the first question in the interview guide, these percentages arise, in terms of familiarization of the respondents with the name of the institution that controls the activity of media organizations nationwide. The results are:

- 100% - all the people who were interviewed said that they are familiar with the name of this institution and have heard of it at least once.

### **2.2. To what extent do you know the work and the main goals of the National Audiovisual Council of Romania?**

After addressing this question in the interview guide, these percentages arise, in terms of knowledge of the main objectives and activities of the National Audiovisual Council of Romania:

- about 35% of the respondents are aware of the work and goals of CNA, remotely.

- about 30 % of the respondents are aware of the work and goals of CNA, to a great extent.

- about 25% of the respondents are aware of the work and goals of CNA, to a very low degree.

- about 10% of the respondents are aware of the work and goals of CNA, to a very great extent.

**2.3. To what extent, do you think that the National Audiovisual Council of Romania operates according to law?**

After addressing the third question in the interview guide, these percentages arise, in

terms of public confidence in the legal activity of the National Audiovisual Council of Romania:

- about 60% of the respondents believe that CNA operates according to law, to a large extent.

- around 30% of the respondents believe that CNA operates according to law, remotely.

-about 10% of the respondents believe that CNA operates according to law, to very low degree.

**2.4. At the moment, the National Audiovisual Council is monitoring the online media channels relatively little, according to the law in force. Do you consider necessary that the law on the CNA to be optimized and thus, the online segment be more closely and carefully monitored? Please explain your answer.**

I will present the main opinions and arguments of the respondents about the necessity to monitor the online segment by the National Audiovisual Council. The main responses are:

- There is such a bill at issue. All media channels should be monitored equally.

- Yes. CNA should monitor the online space at length, more carefully, so the CNA law must be modified.

- Definitely yes, online segment should be also monitored and very carefully brought under control.

- Firstly, the political factor must not be found in CNA anymore, and then we can talk about rules and their conformation to. It has been proven many times, that CNA members blocked the penalty decisions of televisions by various methods, precisely for political reasons.

- It would be really useful for CNA to monitor the ONLINE, because there are many abuses conducted in terms of communication, and censorship too.

- I do not think it's necessary for the CNA to take control of the online segment.

- Yes, but I do not think that the online can be monitored, since this process is very wide.

- Yes, it is necessary to modify the CNA law, because the audience increases very much on the online, and thus will increase the number of abuses, in terms of online communication.

- The Internet has become a very important channel for promoting, therefore, it must be censored in certain situations.

- Yes, because the online exerts the same influence as any other media mean, in some cases it has an impact mainly upon young people (minors).

- CNA operates very weak today. The sanctions they impose to media organizations are determined, to a great extent, by the political factor. In short, until CNA will not have a clearly defined autonomy, the decisions and control it has over the media are restricted.

- Online access for minors should be restricted in some situations .

- Yes, considering that the online is more and more used, and access to the online environment is for everyone, irrespective of the age, and communication campaigns are increasing and much more obvious.

-No, because the online space is very difficult to monitor. Online space is very large, I don't think CNA can do that, it is very difficult to monitor, even for the Secret Services.

## **2.5. To what extent, do you consider as necessary the involvement of National Audiovisual Council in social responsibility campaigns?**

After addressing the fifth questions in the interview guide, these percentages arise, in terms of necessity of CNA's involvement in developing and promoting social responsibility campaigns, with impact at national level:

- about 45% of the respondents stated that they agree, to a great extent, that the CNA be actively involved in developing and promoting social responsibility campaigns, with impact at national level.

- about 20% of the respondents stated they agree, to a very great extent, that the CNA be actively involved in developing and promoting social responsibility campaigns, with impact at national level.

- about 30% of the respondents stated they agree, remotely, that the CNA be actively involved in developing and promoting social responsibility campaigns, with impact at national level.

- about 5% of the respondents stated they agree, to a very low degree, that the CNA be actively involved in developing and promoting social responsibility campaigns, with impact at national level.

**2.6. To what extent do you agree that there should be a balance between monitoring-sanctioning-problem solving of communication campaigns disseminated through the media?**

Question number 6 brings in the need for a balance between the three important aspects: monitoring, sanctioning and solving. The results are, as follows:

- about 55% of the respondents agree, to a very great extent, that this equilibrium is a necessity and there must be found solutions for problems, and also, problems that may occur in communication campaigns, nationwide, must be redefined.

- about 40% of the respondents agree, to a great extent, that this equilibrium is a necessity and there must be found solutions for problems, and also, problems that may occur in communication campaigns, nationwide, must be redefined.

-about 5% of the respondents agree, to a very low degree, that this equilibrium is a necessity and there must be found solutions for problems, and also, problems that may occur in communication campaigns, nationwide, must be redefined.

**2.7. To what extent do you agree with the next objective of CNA? "CNA aims at enforcing respect for the rights of viewers and listeners, an important aspect for that puprose being the protection of minors and human dignity."**

Question number 7 brings in the opinions of interviewees regarding one of the most important CNA goals. The results are, as follows:

- about 60% of the respondents agree, to a very great extent, that this goal is a necessity, and thus, this goal be met by all media organizations nationwide.

-about 35% of the respondents agree, to a great extent, that this goal is a necessity, and thus, this goal be met by all media organizations nationwide

- about 5% of the respondents disagree with this CNA objective.

**2.8. What do you expect from the National Audiovisual Council of Romania, as regards the communication campaigns and programs disseminated by media organizations? Please explain your answer.**

I will present the opinions and arguments of the respondents, on both expectations and demands of the public regarded as general audience. The main responses of the respondents were:

- Correct classification of programs and strong endorsement of failure.
- Elimination of news detailing crimes, accidents with serious consequences etc.
- CNA is expected to perform its duties according to law, to be fairly and not to act preferentially.
- CNA should be an institution much more aggressive and tougher with media organizations, in a positive direction.
- communication campaigns that do not comply with the legislation should be more closely monitored and sanctioned.
- It should highlight positive examples and role models, and take part in educating society.
- I expect CNA to enforce the law, without preferences and omissions.
- Better information, about national and international issues.
- When a problem with a media channel is detected, it must be brought into the open much better, so people know where are wrong information coming from.
- To operate according to law, to be proactive, to have less tangency with politics.
- To be a very active institution and sanction any deviation from the law because we have a great responsibility and duty to future generations.
- To comply with the legislation in force, to be impartial and not be enslaved politically
- my expectation is in unison with the goal in the previous question: CNA aims at enforcing respect for the rights of viewers and listeners, an important aspect for that purpose being the protection of minors and human dignity.
- Roghness, transparency and ethics.

**2.9. How old are you?**

Questions were addressed to people aged over 20 years, as follows:

- 60% of the respondents aged 20 to 30 years.
- 40% of the respondents aged between 31 to 40 years.

### **2.10. Where do you live at present?**

The questions were addressed to people living in the United States of America and in Europe - mainly Romania ( Bucharest, Sibiu, Brasov, Cluj-Napoca), Germany, Franta, Italia and Austria.

### **3. Results and conclusions**

All interviewees stated that they are familiar with the name of the institution - National Audiovisual Council, and have heard of it at least once. About 40% of the respondents are aware of the work and goals of CNA, in a great and very great extent.

The majority of interviewees believe that CNA operates according to law. Generally, most people agree that CNA should also monitor the online segment.

The main opinions and arguments of the respondents, about the need to monitor the online segment by the National Audiovisual Council, are: There is such a bill at issue. All media channels should be monitored equally. CNA should monitor the online space at length, more carefully, so the CNA law must be modified. It would be really useful for CNA to monitor the online, because there are many abuses conducted in terms of communication, and censorship, too. Yes, it is necessary to reform the CNA law, because the audience increases very much on the online, and thus will increase the number of abuses, in terms of online communication.

Most respondents, about 65% of them, stated that they agree, to a great extent, that the CNA be actively involved in developing and promoting social responsibility campaigns,with impact at national level.

Most respondents, about 95% of them, agree, to a very great extent, that the equilibrium monitoring-sanctioning-solving is a necessity, and that there must be found solutions for problems, and also, problems that may occur in communication campaigns, nationwide, must be redefined.

Most people interviewed, about 95% of them, agree to a very great extent, that this goal is a necessity, and thus, this goal be met by all media organizations nationwide: " CNA aims at enforcing respect for the rights of

viewers and listeners, an important aspect for that purpose being the protection of minors and human dignity " .

The main expectations and, at the same time, demands of the public regarded as general audience, about the activity and goals of CNA are: CNA should be an institution much more aggressive and tougher with media organizations, in a positive direction. It should highlight positive examples and role models, and take part in educating society. Better information towards people, about national and international issues. Roghness, transparency and ethics. To operate according to law, to be proactive, to have less tangency with politics.

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