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New Discursive Strategies within Political Communication. Case Study: Parliamentary Parties in Romania

Cristina Ariton-Gelan¹, Tanase Tasente², Nicoleta Ciacu³

Abstract: The development of new technologies, implicitly that of Internet contributed to the reconfiguration of the political communication field. In this respect, politicians report themselves to an electorate that is more detached from institutionalized politics and political ideologies, electorate that has the possibility to participate to debating alternative forms of the political, through some social movements and through online forums. Generally, new media created the possibility that journalists and media production agencies imagine more dynamic media formats from the point of view of interaction with citizens and visual strategies. Within the new context coming from the relation between politician, media and electorate, the Internet, through its functions, generates a special kind of political communication management”.

Keywords: online political communication; Social media analysis; political parties; Romania; Facebook; Blogs; Twitter; Youtube

1. Introduction

Technological development and the appearance of the Internet produced essential changes in political communication field, reshaping political discourse, political participation of electorate, political behavior and political marketing strategies. Internet started to be used by politicians as an instrument to consolidate “visibility capital” (Beciu, 2011, p. 281), through “asserting some discursive of politician, contributing to the personalization of political discourse (a politician presents his political platform within the interaction elector-user)” (Beciu, 2011, p. 281). Referring to the impact that new technologies had upon resignification of political

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communication, Sara Bentivegna was asserting: “Firstly, political field should be rethought, taking into account that there is a process of deterritorialization, in which older borders are eliminated, and there appear new actors and new ways of politics”. (Bentivegna, 2006, p. 333)

By using online environment, a politician could increase the visibility of target-messages; these can be accompanied by further argumentation and have new forms, interactivity, narrativization and conversational practice occupying a main place within this context.

As a result, in the context generated by the relation between politician, media and electorate, the Internet, through the functions it has, generating a special type of “political communication management”: “Internet contributes to the so-called “political communication management”, the politician apparently interact more “efficient” with the elector, beyond institutional and bureaucratic regulations.” (Beciu, 2011, p. 281) Thus, the politician turns into the one that directly launches a possible media-political agenda, imposing a certain media-political agenda or generates a pseudo-event, on condition that television and press take as such online political messages (for instance, at present it turned something frequent that traditional media give visibility to some assertions taken from politicians’ blogs)” (Beciu, 2011, p. 281). For instance, new media turns into an important strategic instrument of political campaign: “Visibility of the electoral message – projection of the so-called online political campaign is part of the candidate’s electoral strategy; the online element of the candidate’s electoral identity acquires an increasing importance within electoral marketing field; every online resource (the candidate’s webpage, social networks, blogg etc.) has a particular function for his or her campaign. (Beciu, 2011, p. 281)

As a result, through their usage, new media bring important changes within political communication field: “The main function of the new media within political communication is represented by the emphasis of “human dimension” of a political actor– through a direct approach of the elector (from “friend” to “friend”), but mostly through the fact that there are introduced two communicational conventions: thus, on blogg or on online social networks, a politician induces the impression of a communication “out of the official environment”, being the one that chooses the topics and the way to approach them; on the other hand, politicians maintain the flux with the electors, promoting messages in a specific pace, without being constrained to participate to the media agenda – it is created the effect of “day by day communication.” (Beciu, 2011, p. 281)

2. New Discursive Strategies in Political Communication

In a study published in 2011, Kees Brants and Katrin Voltmer considered political communication a strategical action, outlining its double dimension: the horizontal one that sends towards communication between politicians and mass-media and the vertical one that refers to the communication between politicians and media towards citizen. (Brants & Voltmer, 2011, pp. 1-19) As far as the horizontal dimension, this is called “mediatization”, with the purpose to underline that media logics structure political agenda and political discourse.

The second dimension, the vertical one is called “de-centralization” and she emphasizes the fact that politicians, in the context of developing new technologies and the Internet, it reports to an electorate that is more separated from institutionalized politics and political ideologies, electorate that has the possibility to participate to alternative forms of debate politics through social movements or online forums. In this respect, we could understand that politicians can have a lower degree of autonomy in designing and spreading political messages and in the elaboration of political action because media reaches to trace visibility frames of the politician, and the liberal democracy citizen disappears. (Brants & Voltmer, 2011, p. 8)

Imagine much more dynamic media formats from the point of view of interaction with viewers and of visual strategies. Thus, it appeared the necessity of another type of communication with the electorate, with a political-ideological content less impressive, oriented more towards “emotion” and “narration”.

Thus, this new type of communication with the electorate contributes to the development of a new public space and a new type of political culture: “Political communication is the result of a different social and communicational logics, that intersect in the context of the interaction between political class, media, citizen, influence groups, experts, opinion leaders, audiences, legal-legislative structures etc (...) in accordance to the way it develops, political communication initiates different forms of public space within society and allows the development of a certain political culture.” (Beciu, 2011, pp. 228-229)

Analyzing the information of a research within the journalists’ and politicians’ groups, J. Stamper and K. Brants reached the conclusion that “economical pressure, technological innovation, political uncertainty and public disengagement of the citizen” are the main causes through which it is explained the passage from a political journalism relying upon information, narration and deference to a model of commercial political journalism, customizing and questionable. (Stamper, Brants, 2011, pp. 111-125) In this respect, reporting to actual political journalism, we can identify certain practices that led to the imposing of a second type of journalism, emphasized by J. Stamper and K. Brants. For instance, political communication personalization, according to the principle “you understand better a

political project if you find some things about politician's personality or if you reach the underground of the political game." (Beciu, 2011, p. 240) The use of new media in media design of news and events and the conscription of the audience in news production (leading to the appearance of the so-called "active audience"); the mix of politics with expertise and profane discourse (what specialists in this type of communication call "the anonymous voice") and visibility of common knowledge, of individual emotions and experiences are the most illustrative practices in this respect. Thus, journalists reach to quote the politician's assertion on the blog, sometime insisting upon their unusual nature, considering them as reveals of a politician in an informal situation; other times, political blog is used as an official resource, without making any difference between formal posture (public, official, institutional etc.) of the politician and that individually assumed.

New media generated in the televisual environment new practices of communication of the political. Thus, some online communication ways are integrated in media format: for instance, retrieving an use of some online information and images of some TV broadcastings (YouTube, sites etc.); journalist's SMS received on mobile phone from other collaborating journalists or from other resources; debating events starting from the broadcasting forum; SMS sent by viewers to media's request; images by videophone from the events; conscription of the audience to end comments on the site of the program or on that of the script writer (in this case, the visibility of the private page of the journalist, as part of the televisual format, emphasizes the personalization effect of political journalism where there rules the law of fame).

3. New Media and the Political Participation of Social Actors

Within some experimental research realized in 2008, W. Lance Bennett and Shanto Iyengar emphasized the fact that the Internet doesn't influence the attitudes that users already have, meaning that the diversity of online information related to a topic doesn't completely modify user's opinions and attitudes. As, the more extended the access to information through some new technology while national audience gets divided, the more reduced the possibility that people change their attitudes, an exception being the users that are not interested in politics and with no clear political options. (Bennett & Iyengar, 2008, pp. 707 – 731) Thus, from the perspective of a theory of media effects, W. L. Bennett and S. Iyengar consider that the impact of new media announces "a new era of limited effects model" (Bennett, Iyengar, 2008, pp. 707 – 731) – on condition that there should be given more attention to technological and social evolutions, so that the results of the research should be "relevant, cumulative and socially significant." (Bennett & Iyengar, 2008, pp. 707 – 731).

New media develop multiple forms of political participation for social actors. So, political information is more accessible and this way the political stage of knowledge and of the current undergoing events gets bigger. The access and knowledge can be considered premises of “a better political socialization of the electorate” (Beciu, 2011, p. 286), although they not necessarily involve a greater interest for politics or for participation of the social actor to the political act. As a result, “the Internet contributes (...) to a greater interaction between citizen, institutions and deciders, but also in the respect of the relationship between citizens open to debate a certain issue. Interactivity, connectivity and multiplicity are essential facilities that could transform the Internet into a mechanism that could democratize society.” (Beciu, 2011, p. 240)

The Internet undoubtedly turned into a resource of political information for the electorate. In a study realized during 2008, concerning the role of the Internet in 2004 in promoting presidential policies and the electorate information, K. E. Dalrymple and D. A. Scheufele pointed the fact that Internet facilitates users to get additional political information in comparison to the ones from traditional media. (Dalrymple & Scheufele, 2008, pp. 96-111)

The two authors brought in the expression “hypertext structure of online communication”, underlining the importance of such structure concerning the conscription of the electorate.

Ioana Iancu, in a study published in 2009 (Iancu, 2009, pp. 66-93), attracted attention to the fact that the rate of electoral participation was in a continuous decrease after 1990 and correlated this situation to emphasize the role of the Internet as a political instrument, underlining the fact: “political instruments refer to the instrument that political people or wuthorities can use to communicate with citizens, but also an instrument of the citizens through which they could express their vote.” (Iancu, 2009, p. 67) Within this context, the author commented upon the fact that the Internet, as a new way of communication, could contribute to an increase of the involvement degree of citizens in public and political environment and, implicitly to the increase of electoral participation, taking into consideration the fact that the Internet also presents the opportunity to express the electoral opinion (Arizona state being an example that the author gave in this respect). (Iancu, 2009, p. 70)

As a consequence, the Internet can be used, on the one hand as a way to promote politicians and their ideas, and on the other hand, as a complex instrument of interaction between authorities and citizen, with implications like *e-government* and *e-democracy*: “The increasing number of Internet users, as well as its general importance led to some virtual communication strategies in fields that were lacking this perspective. (...) Moreover, the Internet, besides representing the information and communication instrument between individuals, turned into a mechanism that

politicians cannot do without in political campaigns. (...) In this context there appears a particular kind of online communication, developing a new kind of conceptualization, concepts like e-government or e-democracy with an important role from the perspective of the study we propose.” (Iancu, 2009, p. 74)

The concept of *e-government* involves “the use of the internet to transmit information and services towards citizens.” (Iancu, 2009, p. 77) *E-government*, as it appears in the Organization for Economic and Economic Cooperation (OECD), “uses the Internet as a mechanism to improve government, mostly through a fluent communication, through an increase of transparency and responsibility degree of politicians, through social inclusion and by offering the opportunity to monitor government performances, maintaining the citizens’ trust in democracy.” (Iancu, 2009, pp. 77-78) Taking into account the study we propose, we could say that *e-government* could have an important role in an efficient communication between the one that governs and the citizen, with implications as far as phenomena like electoral participation or legitimacy dynamics within decision making.

The second notion, *e-democracy* or digital democracy, involve these actions increasing the citizens’ involvement within the governing democratic process, through the fact that the citizen can reply to the information they got using the Internet. It implies a dialogue between those governing and the members of the community, involving a democratic process to make decisions. Two dimensions emphasized Macintosh when it has in mind the concept of *e-democracy*: on the one hand, *e-vote* or the possibility of the vote to use the technology of the information and communications, and on the other hand, *e-participation*, meaning the possibility of consulting and dialogue between citizens and governors. *E-participation*, according to OECD, involves information, consultation and active participation, involving the possibility of an active involvement of the citizen in political life through actual options. (Iancu, 2009, p. 79)

The active involvement of the citizen, Norris considers, can suppose three types of public implication: an implication of pluralist type, that relies upon an efficient management of elites concerning supplying resources, services and consulting interest groups; a representative type of implication, with an efficient management in supplying resources and services and through intensifying responsibility of the elected representatives and an implication of direct democracy, emphasizing the action of the citizen through opening public forums and ensuring reply possibilities. (Salcudeanu, Aparaschivei & Toader, 2009, p. 36)

Regarding the *e-participation*, an important role has vertical communication, between citizens and those from the govern as well as the horizontal one, between citizens, the second type of communication having an important role in creating virtual communities, being fundamental in the legitimation of political power and they must form virtual communities, in order to come to their purpose. “Generally,

virtual communities represent groups with a communication mediated by computer.” (Salcudeanu, Aparaschivei & Toader, 2009, p. 36) Through their features, the virtual communities are different from a common virtual group: “the difference between virtual community and a common virtual group is the existence of some feelings and the social relations from the respective location”, “the feeling of belonging and a series of other related features among which: the feeling to have an influence upon community to be influenced by this; the support feeling from the community and that of offering support; and lastly, the feeling to have a common history with other members” (Salcudeanu, Aparaschivei & Toader, 2009, p. 36), being the most important elements that make different the first. An important role in realizing the legitimation mechanism is played by interaction opportunities. These rely upon what Quentin Jones used to call “virtual locations” (Salcudeanu, Aparaschivei & Toader, 2009, p. 36) that through the social relations they develop explain the functioning of virtual communities and their importance to regulate political purpose.

4. The Parliamentary Political Parties in Romania. the Use of the Websites of Parliamentary Parties in Romania to Promote Image and Political Message

4.1 Features of the Political System in Romania

According to Constitution, Romania is “a national state, sovereign and independent, unitary and impartible”¹. The way of government of the Romanian state is half-presidential republic. The state is organized according to the principle of separation and balance of legislative, executive and legal powers – within a constitutional democracy.

The Romanian Parliament is bicameral, being made up of Senate, with 137 members and the Deputies Chamber, with 314 members. A number of 18 additional places in the Deputies Chamber are for the representatives of national minorities. The Romanian Parliament has a legislative role, debating and voting ordinary and organic laws in specialty commissions but also plenary. The members of Parliament are elected by secret, direct, universal and uninominal mixed vote. The electoral system is a proportional one (the Parliament members are elected out of the parties that overcome 5% from the expressed suffrages, according to an algorithm). Parliamentary elections are once in 4 years; the last were on November 30th, 2008, and the following will be on December 9th, 2012.

¹ http://www.cdep.ro/pls/dic/site.page?den=act2_1&par1=1#t1c0s0a1

4.2. Political Configuration of the Romanian Parliament after the Elections from 2008

According to the site alegeri.tv, specialized in analyzing the democratic elections in Romania, mandates at parliamentary elections from 2008 have been divided as it follows:

1. The Liberal Democratic Party – 166 mandates out of 471;
2. The Alliance of Democratic Social Party – The Conservatory Party – 163 mandates out of 471;
3. The Liberal National Party – 93 mandates out of 471;
4. The Democratic Union of the Magyars in Romania – 31 mandates out of 471;
5. The National Minorities Group – 18 mandates out of 471.

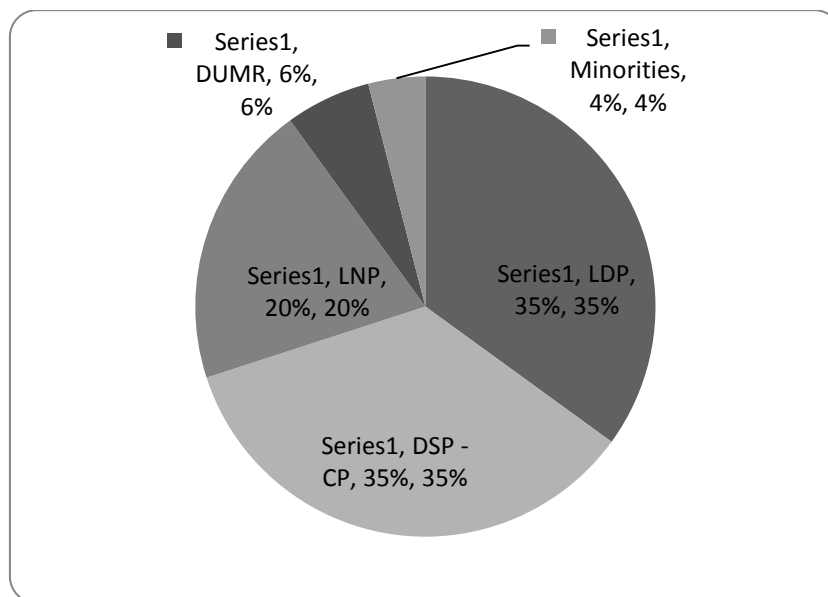


Figure 6. Political Configuration after the 2008 Election

4.3. The Actual Political Configuration of the Parliament of Romania

According to the sites www.cdep.ro and www.senat.ro, the political configuration of the Parliament of Romania, from 2008, during the parliamentary session from 2008-2012, underwent some noticeable modifications such as:

- The Liberal Democratic Party – 106 deputies and 34 senators, a total of **140 parliamentarians;**
- The Alliance of Democratic Social Party – The Conservatory Party* – 91 deputies and 41 senators, a total of **132 parliamentarians;**
- The Liberal National Party* – 56 deputies and 27 senators, a total of **83 parliamentarians;**
- The Democratic Union of the Magyars in Romania – 20 deputies and 7 senators, a total of **27 parliamentarians;**
- The National Minorities Group – 16 deputies, meaning **16 parliamentarians;**
- The National Union for the Progress of Romania – 12 deputies and 12 senators, a total of **24 parliamentarians;**
- Independent Parliamentarians – 8 deputies and 1 senator, a total of **9 parliamentarians;**

* the two political parties form the Liberal Social Union.

In spite of these modifications within parliamentary mandates, as a result of the migration of Parliament members to other political parties or the group of Parliament members that do not belong to any political party, the political configuration that perceptually it did not suffer any modifications as far as the parties with the most mandates are concerned. The most noticeable change represented a group of 33 Parliament members that are not politically involved. Among these, it appeared a new political party, UNPR-ul, that later on had also access to governing.

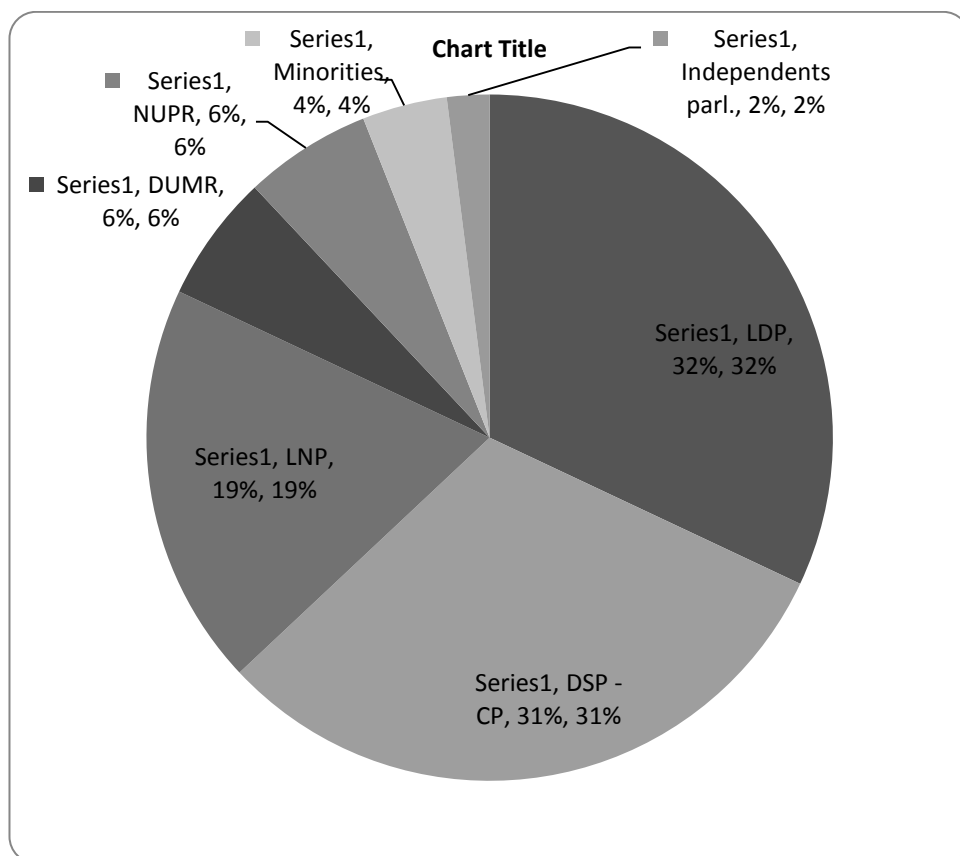


Figure 7. The Current Political Configuration of the Parliament of Romania

5. The Use of Parliamentary Parties Websites from Romania for the Promotion of the Image and Political Message

The purpose of the research: The analysis of the way the parliamentary parties in Romania use official websites to promote image and the very political message of the political formation.

The objectives of the research:

O1: Identification of the structuring ways of online communicational resources belonging to parliamentary parties in Romania and their correlation with electoral percentages to access the Parliament of Romania and the actual political configuration of the parliamentary system in Romania.

O2: The description of the multimedia contents of the websites of parliamentary political parties in Romania and its correlation with the electoral percentages got by parliamentary parties in Romania and the actual political configuration of the parliamentary system in Romania.

Research Method

The research method used to achieve objectives is quantitative analysis of the websites contents of parliamentary parties in Romania. The dynamics researched in this paperwork resembles that realized by a team of researchers in Croatia, FYROM and Kosovo, in the study “Internet and political communication – Macedonian case” (Emruli & Zejneli, 2011), published in International Journal of Computer Science Issues.

The research has been realized on three dimensions, concerning:

- the textual contents of parliamentary political parties’ websites in Romania;
- the multimedia contents of parliamentary political parties’ websites in Romania;
- the opportunities for contact, interaction and transparency offered by parliamentary political parties’ websites in Romania.

The working instruments used to achieve objectives are the following: the grid of the analysis of the contents and the grid of analysis of device. The former one will be used to analyze textual and contents and analysis of the opportunities for contact, interaction and transparency offered by the websites of parliamentary political parties in Romania. The latter one tried the identification of tendencies in presenting websites and extracting inferences related to the effects of promoting image and political message.

As far as the analysis of the textual contents, the grid of the analysis included the following variables: About us, Events/calendar, Notifications/news, Out links. Variables concerning the analysis of the opportunities for contact, interaction and transparency are: Public e-mail, Form, Phone, ZIP address, Newsletter, Poll, Instant communication and Social Networks, Forum.

Concerning the grid of device analysis, this was used to analyze the multimedia contents of parliamentary political parties’ websites in Romania. The grid of analysis for multimedia contents included variables like: Photos, Photo gallery, Audio clips, Video clips.

Device analysis involved the analysis of the way in which there are strategically organized or structured different communicational resources: technological, logistics and symbolical materials, so that it may result a frame of interaction between the representatives of political parties and citizens. This allowed the observation of effects generated by mass communication online effects and the identity that the observer had and the ways that facilitate the interaction between

political actors and online users.

6. Collecting and Data Analysis

6.1. Analyzing the Textual Contents and Multimedia of Political Websites

Official websites of parliamentary parties in Romania have been researched from two perspectives: textual and multimedia contents, in order to identify promotion ways of the image of parliamentary parties and political message transmitted by them. Besides the six parties that have access in the Parliament of Romania at the elections from 2008, we took into account the website of the Liberal Social Union, meaning political alliance made up from three parliamentary parties: Democratic Social Party, Liberal National Party and Conservatory Party.

As a consequence of the textual contents of the websites of parliamentary political parties, taking into account the four proposed variables (about us, events/calendar, notifications/news, out links), the situation is as follows:

Table 1. The Textual Contents Used by the Websites of Parliamentary Parties in Romania

Political party	Mandate	Textual content			
		About us	Events/calendar	Notifications/news	Out links
PD-L	166	1	1	1	1
PSD*	163	1	0	1	1
PNL	93	1	0	1	1
PC*	-	1	1	1	1
UDMR	18	1	1	1	0
UNPR	-	1	0	1	0
USL**	256	1	0	1	0
TOTAL		100%	42,85%	100%	57,15%

*the two parties candidate in an electoral alliance to parliamentary elections in 2008

** The Liberal Social Union is a political alliance made up PSD, PC and PNL

From the point of view of textual contents, all the 7 websites submitted to the study have a rubric (About us) that present the history of the party, the doctrine and their mission ad a rubric for news. A percentage of 42, 85% among websites, at the rubric Event/calendar, it presents chronologically the events of the party or the appearances at different radio or TV channels, and a percentage of 57, 15% have links towards other websites.

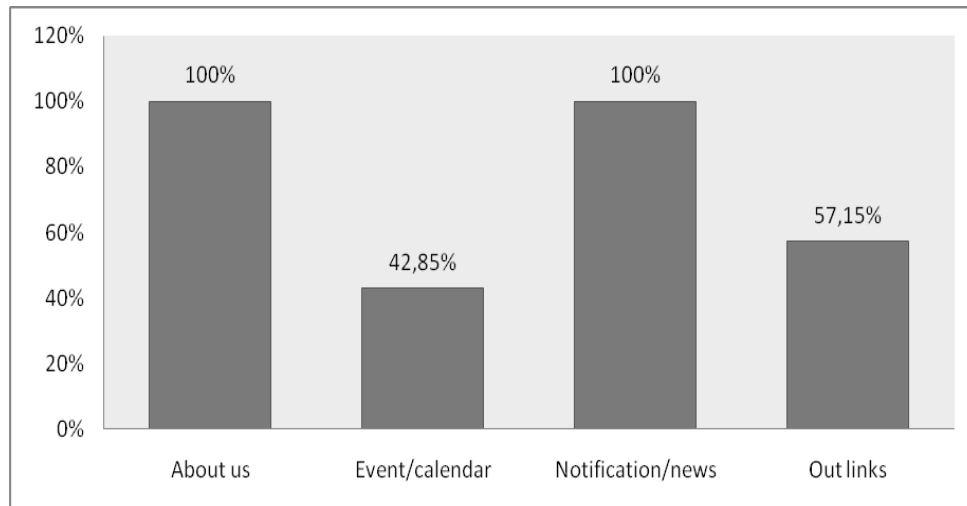


Figure 3. The Textual Contents Used of All Websites of Parliamentary Parties in Romania

Another perspective of research the 7 political websites is that of multimedia contents. Within this analysis there have been taken into account the present of iconographic materials, mostly of the first page, a section with photo galleries from electoral campaign or from other activities of the party, a section with declarations, interviews, broadcastings, in the audio format and a section with ads from different manifestations or TV broadcastings.

Table 2. The Multimedia Contents Used on The Websites of Parliamentary Parties in Romania

Political party	Mandate	Multimedia content			
		Photos	Photo gallery	Audio clips	Video clips
PD-L	166	1	1	0	1
PSD*	163	1	1	0	1
PNL	93	1	1	0	1
PC*	-	1	1	1	1
UDMR	18	1	1	1	1
UNPR	-	1	1	0	0
USL**	256	1	1	0	1
TOTAL		100%	100%	28,57%	85,71%

*the two parties candidate in an electoral alliance at the parliamentary elections in 2008

** Liberal Social Union is a political alliance format made up from PSD, PC and PNL

From the point of view of multimedia contents, all seven websites submitted to a study with front page photos and also, a section with photo gallery from different manifestations. As far as the ads are concerned, 85,71% of the websites present such a section, where there are records of different transmission, press conferences or other activities of the party (electoral assemblies, protests, national congresses of the party). Regarding the audio files, this exist for only 28, 57% of the analyzed websites and refer to records of audio transmissions, interviews and political assertions.

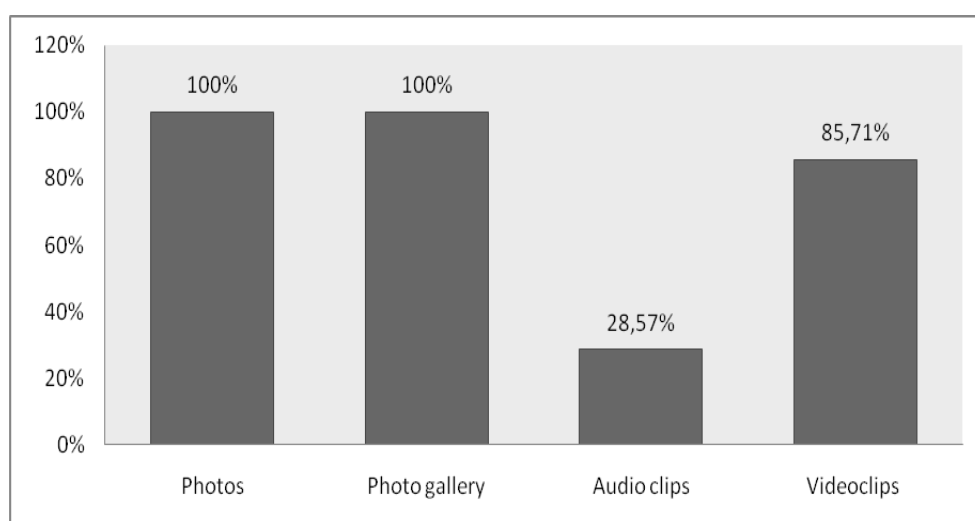


Figure 4. The Multimedia Contents Used on the Websites of Parliamentary Parties in Romania

6.2. Analysis of Contact Opportunities, Interaction and Transparency Offered by Political Websites

Analyzing ways of communication of political parties with the electorate through official websites will comprehend a series of variables such as: public email address, contact form, telephone number, address, newsletter, surveys, instant communication ways or social networks and debating forums.

As a result of the analysis of official websites of parliamentary parties in Romania, the situation is presented as such:

Table 3. Opportunities for Contact / Interaction / Transparency Offered by All Parliamentary Parties in Romania by Category

Political party	Mandate	Public e-mail	Form	Phone	ZIP address	News -letter	Poll	Instant com.**	Forum
PD-L	166	0	0	1	1	0	0	0	1
PSD*	163	1	1	1	1	1	0	1	0
PNL	93	0	1	1	1	1	1	1	0
PC*	-	1	1	1	1	1	1	0	0
UDMR	18	1	0	0	0	0	0	1	0
UNPR	-	1	1	1	1	0	0	0	0
USL** *	256	0	1	0	1	1	0	1	0
TOTAL		57,14%	71,43 %	71,43%	85,71%	57,14 %	28,5 7%	57,14%	14,29%

* the two parties candidate in an electoral alliance at parliamentary elections from 2008

** socializing networks Yahoo! Messenger, Skype etc.

*** Liberal Social Union is a political alliance format between PSD, PC and PNL]

From the perspective of contact opportunities, interaction and transparency offered by parliamentary parties in Romania, we can notice that the most used method is that of the party's address (85, 71%), which is not an online communication method, but a classical one. The contact form can be found in 71, 43% cases and the same percentage is represented by the phone number from the party's address. Most of political websites (57, 14%) use as a means of communication the email address, newsletters and social networks, and a percentage of 28. 57% use the survey as a way to collect and manage the feedback from the electorate. One single website uses the debating forum for topics concerning the party's politics or organizing the party's fans.

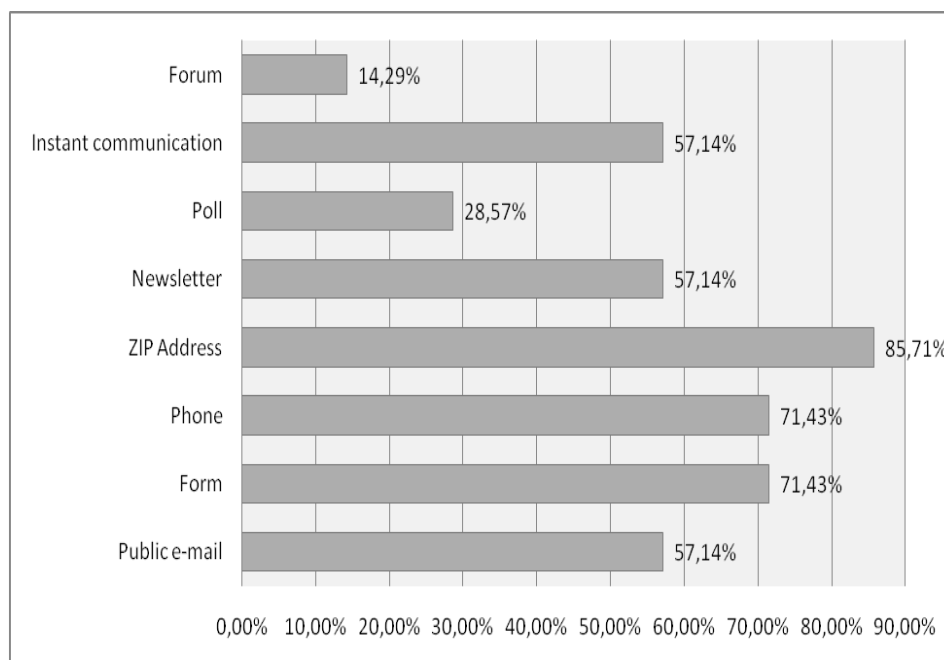


Figure 5. Opportunities for Contact / Interaction / Transparency Offered by All Parliamentary Parties in Romania by Category

7. Conclusions

The use of the Internet and new media by political actors has lately led to a reconfiguration of political communication field. Thus, interactivity turns into a key concept in the relation between politician, media and citizen. In this respect, the politician implies new discursive strategies meant to attract political participation of the social actors, and moreover, it imposes a political-social agenda that media makes legitimate.

The legitimacy of political purpose is realized through the functioning of the so-called *virtual settlements*, which through the relations they develop, they make appear some *virtual communities* where phenomena like *e-participation* or *e-government* play a fundamental role.

As a result of this research, we can observe that all parliamentary parties from Romania have within the website, some sections presenting history, objectives and the main mission of the party and there are presented actual information concerning the party's activities. In spite of these, we can notice that less than 50% of parliamentary parties in Romania shortly announce their activities as a log, with hours and days and a percentage that overcomes 50% promote links towards other

websites. As far as the media contents is concerned, we can notice that all analyzed websites are present in photographs on front page, as well as in sections dedicated to photo albums from different events of the party.

We can see that almost all parliamentary parties in Romania, except one single party, promote the party's image and message through some video galleries. On the other hand, only two parliamentary parties promote their messages through audio ads. Smaller parliamentary parties like (P.N.L., P.C. and U.D.M.R.) have a greater preoccupation to offer as much information to the public whether textual or multimedia.

Concerning the opportunities given by websites to parliamentary parties for contact and interaction with the electorate, we can see that these (whether they have more or less commissions in Parliament) still got to contact classical information – for instance, the party's address, telephone, form) and few of these offer the opportunity to the electorate to use communication instruments specific to Social Media, interaction instruments between party and electorate but between the supporters of the same party. Additionally, only half of the parties use instant communication means with the audience or through newsletters to which they subscribe and about a third of the studied websites analyze public opinion with respect to different issues presented by the party, and the forum – one of the first communication platforms many-to-many types from Social Media times – it is used by one single political party.

To sum up, we can assert that most parliamentary parties from Romania do their best to offer as much information about the party through different: text, video, photographs and even audio. Yet, this communication with the electorate is mostly achieved unidirectional – the electorate having fewer means given by the party to offer a rapid feedback or to change opinions and information with the rest of the electorate.

In the context of Social Media development, online communication turned a bidirectional one – oriented more upon the interaction between recipients and transmitters – and the political parties from Romania haven't overcome the stage in which communication through Internet is oriented more upon the concept of "spreading", the great flux of information was transmitted towards the public, without being given the possibility to transmit a rapid feedback. Political parties in Romania have not understood yet that this difficult way of communication is overcome, and this new stage of evolution of the Internet, offered a new online communication model, "the Internet of the transmitters" being replaced by "the Internet of the users".

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