

**MOLDOVA STATE UNIVERSITY**

Manuscript

UDC: [070 + 659.3]:316.653(043)

**CEBAN MARINA**

**CONTEMPORARY MEDIA CAMPAIGNS: THEORETICAL APPROACHES AND  
OPERATIONAL PRACTICES**

**Specialty 571.01 - Journalism and media processes**

Summary of the PhD thesis in communication sciences

**CHISINAU, 2021**

Thesis was developed within the Doctoral School of Social Sciences, Moldova State University.

**Thesis mentor:**

**Stepanov Georgeta**, PhD habilit. in communication sciences, university professor

**Composition of the Commission for public defense of the doctoral thesis:**

1. **Tacu Mariana**, PhD in politology, associate professor, Moldova State University – *committee chair*
2. **Stepanov Georgeta**, PhD habilit. in communication sciences, university professor, Moldova State University – *thesis mentor*
3. **Guzun Mihail**, PhD in filology, associate professor, Moldova State University – *official referent*
4. **Malcoci Ludmila**, PhD habilit. in sociology, university professor, Institute of Legal, Political and Sociological Research – *official referent*
5. **Tipa Violeta**, PhD in the study of the arts, associate professor, Institute of Cultural Heritage – *official referent*
6. **Parfentiev Boris**, PhD in history, associate professor, Moldova State University – *Committee Secretary*

The thesis defense will take place on 17 June, 2021, hour 10:00, in Moldova State University, Central study block, room 405, A.Mateevici street, 60, Chisinau, Republic of Moldova.

The abstract and doctoral thesis can be found in Moldova State University Library and on web page of ANACEC ([www.cnaa.md](http://www.cnaa.md)).

The abstract was sent on \_\_\_\_\_ 2021

**Doctoral Committee Secretary,**

**Parfentiev Boris**, PhD in history, associate professor

**Thesis Mentor,**

**Stepanov Georgeta**, PhD habilit. in communication sciences, university professor

**Author**

**Ceban Marina**

© Ceban Marina, 2021

## TABLE OF CONTENTS

CONCEPTUAL FUNDAMENTALS OF THE RESEARCH.....	4
THESIS CONTENT.....	8
GENERAL CONCLUSIONS AND RECOMMENDATIONS .....	21
BIBLIOGRAPHY .....	24
LIST OF THE AUTHOR’S PUBLICATIONS ON THE THESIS.....	27
ANNOTATIONS.....	29

## CONCEPTUAL FUNDAMENTALS OF THE RESEARCH

The research of indigenous media campaigns is part of the joint efforts of scientists to investigate the contemporary media phenomenon, in the multitude of ways in which it manifests itself and influences the reconfiguration of society's image. An intensive analysis of the campaign concept is motivated by the need to synthesize the theoretical approaches and to create a radiography of the practices used by media actors to develop an effective media project. The examples of national media institutions are representative for the informational content of the thesis and are a source of vast empirical material from which the study topics were extracted.

The scientific research of media campaigns is an interesting activity for several reasons: these products are actions that involve media outlets in solving community or social problems, the authors rely on their potential to promote social values, the campaigns are designed with the support of increased interaction with the public, they are based on issues derived from problems, negative phenomena that have a big social impact.

**The topicality of research** of the issue of media campaigns in the national space is dictated by the frequent use of this tool to promote social values and its presence among the media products provided to the public. However, the practical observation of the phenomenon is not theoretically substantiated, and the campaigns launched and carried out are not based on well-argued plans and stages. In this context, it is necessary to research media campaigns as specifically projects, based on a carefully developed design and their potential to influence public opinion, to form models of civic behavior and to cultivate social responsibility and solidarity.

The subject of the research is also interesting due to the need to establish the differences between media campaigns designed and carried out by public, commercial (private) institutions, NGOs and those initiated by media entities/outlets, because at the regional level, campaigns are most often researched by specialists or scientists in the field of Public Relations.

The approach presented by the author of the study is different from other studies by exploiting the qualitative-quantitative perspective of media campaigns, following the example of local ones, being performed not only a review of theoretical concepts and a critical analysis, but also an application of scientific criteria for evaluating the practical aspect of the problem. The synthesis applied to the empirical material can be used for the elaboration of effective media campaign projects, which should include a detailed trail, from the stage of launching an idea to the realization and evaluation of the results of this journalistic product.

**The aim of the research** is to define the concept of media campaign in the contemporary journalistic context by designing the identity profile and the standard framework of its organization and to elucidate the forms of expression, semantics of discourses and conditions for manifestation

of the media campaigns in the Republic of Moldova. To achieve this goal, we set the following **objectives:**

- evaluating the research degree of the problem by analyzing the specialized literature in the field and elaborating an own research methodology of the subject;
- defining the concept of media campaign by identifying the meaning of key notions;
- researching the roles, functions and objectives of media campaigns;
- characterization of the identity elements and their typology;
- identifying the topics of coverage of media campaigns;
- analyzing their organization models and development phases;
- investigating the conditions for the manifestation of media campaigns in the national press;
- defining the forms of manifestation and the types of discourses of the indigenous media campaigns;
- elaboration of practical recommendations in order to increase efficiency of the process of designing and implementation of media campaigns in the national press.

**The research hypothesis** established in the initial study project consists in the assumption that a media campaign is designed as a system with a complex functionality, which is used by the press to promote social values among the audience. This global goal is achieved by applying a series of effective operational practices, whose mechanisms reside in multiple forms of media discourse expression.

**The methodology** applied for the study of the topic is a complex one, given the fact that the subject, although a part of the field of communication sciences, has interferences with several disciplines: sociology, psychology, philosophy. The use of general-logical, general-scientific, particular and specialized methods were described in the work. To study deeply the topic were conceptualized the methodologies of two original studies *Structural-functional elements of media campaigns in the national press* and *The rhetoric of media campaigns on national TV channels*, which justified the analytical and practical dimension of this work.

**The scientific novelty** of the study consists in the intensive presentation of the subject, a vector that has not been approached before and in the elaboration of a solid theoretical basis for the future studies of the topic. Defining the concept of media campaign in the contemporary journalistic context, describing the elements of identity and multiple models of campaigns, proposing a standard framework for organizing this social actions by presenting each phase of the process and identifying operational practices used by local media actors – these approaches are part of the argument for the scientific novelty of the thesis.

**The important scientific problem solved in this study** consists in conceptualizing the media campaign from a functional and structural perspective, by demonstrating its roles, objectives and topics of reflection and by outlining its identity profile and enumerating consecutively the operational practices that end with the dissemination of a distinct media product. These scientific research efforts have led to the elucidation of the conditions for the manifestation of media campaigns in the Moldovan press and to the identification of the contents and forms of expression of journalistic products within them, processes that ultimately allowed the valorization of these activities in the context of contemporary journalism.

**The value of the research** is set on three dimensions. The first refers to the scientific value of the thesis. This is argued by the fact that the theoretical, conceptual and practical approaches, described in the paper and which give a complex view of the notion of media campaign and its role in promoting of social values, are relevant to the scientific field of journalism. There is no study entirely dedicated to the topic exposed by the author. The theoretical value of the research is related to the proposed conceptual and notional approaches. Another theoretical aspect includes establishing the phases of leading a press campaign, identifying social values, promoted through media messages that are part of the same current. The applied scientific value justifies the importance of the study. The bachelor's degree studies in *Journalism and Media Processes* also includes the *Press Campaign* course, and the theoretical materials to support it are usually taken from the literature in the field of *Communication Sciences* that is a more wide domain. The importance of research is increasing due to the need to cover this field by informational support and to propose a set of studies that correspond to the contemporary requirements of media education.

**The structure of the thesis** was elaborated according to the requirements stipulated in the *Guide for writing the PhD/PhD habilitate thesis* (approved by ANACEC on December 18, 2018) and includes the following component parts: preliminary, main and complementary part, concentrated in a volume of 151 pages, completed with bibliography and 5 annexes. The main part contains 3 chapters that includes the describing of topically stage of the research on the subject and presents the results obtained in the study process. This component is preceded by the introductory part containing the argumentation of the novelty, identifying the purpose and objectives of research, hypothesis, summarizing aspects of methodology applied by scientists and description of ways of analysis to achieve the proposed goal and objectives.

*Chapter 1 Theoretical and methodological fundamentals of the media campaign concept* contains information with a historiographical description of theoretical approaches regarding media campaigns at national, regional and international levels. In the same chapter, the author

proposes an incursion to conceptualization of the notion of media campaign and of the identifying of its position in relation to the local media phenomenon. The author also describes the aspects of research methodology that have been identified and considered compatible with the study's subject.

*Chapter 2 The identity profile of media campaigns* includes theoretical approaches on the typology of campaigns, proposed by several authors who have studied the subject, establishing and describing the identity elements of this media projects, and presenting the relationship between the campaign and various currents of socially oriented journalism, proposed by theorists.

*Chapter 3 Media campaign: processes and products* includes models of campaigns designs, identifying their compatibility with the practical dimension of the media phenomenon. This part is followed by a presentation of an overview of the situation of using media campaigns at the current stage in the press of the Republic of Moldova. Another component includes the investigation of the operational practices detected in the use of local media campaigns and a diagnosis of the phenomenon by analyzing the forms of expression of campaigns based on two complex studies, applied on the subject of local media products.

The main part of the paper is completed by the paragraph of general conclusions made after applying the methodology of the study and with recommendations proposed by the author to adjust the information local market to new trends in using media campaigns.

## THESIS CONTENT

The informational basis of the thesis *Contemporary media campaigns: theoretical approaches and operational practices* is built on theoretical fundamentals extracted from the specialized literature, summarized in conclusive theses and analyzed from the perspective of compatibility with the topical situation of the researched problem. The theoretical aspects are supported by the presentation and description of the results of studies applied in the context of the given scientific approach. The investigative efforts made in the process of examining the object and subject resulted in a complex study, concentrated in three chapters with a solid information capital, each focusing on essential vectors in order to present the media campaigns from the local media space from different points of view. Time and space are also the two dimensions that represent the limits of the investigation, imposed by the need to reduce the subject to a perceptible and accessible level, required by topicality and the scientific value.

The Chapter 1 named *Theoretical and methodological fundamentals of the media campaign concept* includes the examination of the vector of scientific theses launched by researchers in relation with the topic and the description of the methodological bases applied for studying the problem. The informational content presented in this chapter involves the achievement of the first objectives described in the introductory part of the thesis, namely: *to evaluate the degree of research of the problem by analyzing the literature in the field and to develop own methodology of work, to define the concept of media campaign by identifying and explaining the meaning of key notions*. These approaches are developed in 4 subchapters: 3 contain essential scientific data in relation to the presented directions and the last is a subchapter of conclusive summaries about the stage of development of media campaign concept studies at the global science level.

The historiography of the research of the topic is based on 3 spatial plans: the evolution of the concept on international level (West, East), regional (Romania) and on the national segment. Having as a point of reference the opinions expressed by scientists in the field of media communication and the results of multiple researches in this domain, we attest the existence of a complex theoretical basis for starting a specific study. The white areas of research are specific especially for media campaigns on the contemporary stage of evolution, launched in the area of new media, in relation to which no studies have been conducted that would address the manifestations of this media tool. The historiographical aspect of the topic is more complex, as it involves the analysis of the conceptualization of the campaign for the field of public communication and a subdomain of it - media communication. On the international level, the



concept is frequently analyzed along with that of social responsibility, when a campaign is used as a media tool that involves the affirmation of social impact actions (Kendall, 1996).

A common approach for the analyzed key concept is the attribution of the notion to the domain of public relations, communication and advertising, where only the word *campaign* is used, without the attribute denoting belonging to the field of media or press campaign. The meaning in this context suggest the involvement of the media channels only as a way of the messages distribution or as a media partner, but the information was designed by other entities. The approaches of the campaign as part of the public relations process are specific to the theses issued by scientists C.K.Atkin and R.E.Rice in *Theory and Principles of Public Communication Campaigns* (2012) which have proposed to extend the spheres of use of these products to the commercial area, that generates the notions *commercial* and *economic campaigns* and, finally, lead to developing the concept of *marketing campaigns*.

The concept is described at the level of definition in the reference work for the study of media communication *The Universal Journalist* (Randall, 1998). According to the author, a campaign is a series of news and opinion articles, in which the newspaper uses all the powers and resources at its disposal to fight for a cause (Randall, 1998, p. 220). The scientist completed the definition by describing the dysfunctions or dangers that may arise from the incorrect use of media campaigns.

Western research is also relevant for establishing semantic links between related concepts, such as: *media campaign, media image, public opinion, role* – aspects defined in the field of sociology of media: *Dictionary of sociology* (Ferreol, 1998), *Sociology of media* (Rieffel, 2008), *Role: sociological aspects* (Turner, 1968).

The identifying of the position of the media campaign among the press products is proposed through studies of new currents derived from social journalism and conceptualized by researchers in Western countries: J.Rosen - civic journalism (Stehli, 2000), T.Watine and M.Beauchamp - journalism for the public (2000), F.Laugée (2014), P.Amiel (2017) - constructive journalism or SoJo (Solutions Journalism). In all these currents of opinion, the use of media campaigns can be appreciated as a tool to affirm the social vocation of the press and to activate its role in solving community and social problems.

Western research is also relevant in the context of the study for the perspectives of influencing the public, by manifesting the force of persuasion of the press. Studies on the psychological impact of media messages have been described and analyzed by W.Paisley (2001) and W.Mcguire (1989). The authors have developed and theorized a series of strategies that

transmit the practices, norms, rules and values at the levels of society and community that can be applied in designing campaigns.

The international studies on the subject, carried out in the last decade, differ radically from the other analyzes by a clear tendency of practical application of the concepts. These studies end with articles containing case studies, conducted with the application of the experiment method, and conclusions that are proven by mathematical and statistical formulas, used by scientists with a high degree of sociological training, to research the social problems underlying the campaigns. For example, the effects of campaigns for the public are extensively studied in the article *Use of mass media campaigns to change health behavior*, wrote by professors M.A.Wakefield, B.Loken and R.C.Hornik (2010), but the conclusions issued are relevant to specific cases, for a carefully selected sample of people who interact with campaign messages and who are the direct recipients. The mention of the methodology used by these scientists in this study is important for observing internationally applied research practices, that can be used only considering national context and social portraits of people.

Russian authors have also exploited the subject of campaigns on various dimensions. At the general level of the media field, for the conceptualization of the key words of this study was involved the approach of the notion of journalistic genre, proposed by D.Tumanov (2002). The most relevant study on the subject is also *Newspaper administration* (1979), wrote by D.Georgiev, which proposes an exhaustive approach, both by theoretically explaining the concepts and by proposing case studies, which are however anachronistic and are specific to the Soviet space, with the justification of the element of communist propaganda. This study is however distinguished by a complex conceptual approach, by identifying the characteristic elements of a media campaign, by establishing of a typology of campaigns according to a series of criteria, by proposing different models and reliefs for its planning stage. An important pillar of theoretical support of the thesis were the studies of I.Dzaloshinsky (2006), the author's concern for the media campaign being related to the approach of the concept of co-participation journalism, with major public implications in solving social problems. The author also proposes, similar to his predecessor, D.Georgiev, a conceptualization of the campaign, a typology, a characterization of this media tool, but all are related in this case to contemporary trends and emerge from the requirements of the new configuration of the information market and the characteristics of the public.

Following the particular vector of identification and conceptualization of media campaigns, the universal dictionaries were consulted, as following: *The Explanatory Dictionary of the Romanian Language* (1998) and the encyclopedic sources *The Big Encyclopedic Dictionary*, that proposed definition for *campaign*, related to all relevant areas. The particular aspect of the subject

was researched through specialized sources in the fields of Public Relations, Advertising, Mass-Media, Communication, the base studies were: *English-Romanian Dictionary of Communication and Public Relations* (Dejica & Cernicova-Bucă, 2014); *Explanatory Dictionary of Journalism, Public Relations and Advertising* (Popescu, 2002), *Explanatory Dictionary of English-Romanian Television* (Ionică, 2005), encyclopedic source - *Encyclopedia of Public Relations* (Heath, 2005). Other resources in this category have been consulted to propose complementary definitions, for example, the notion of social value, correlated with the concept of campaign has been expressed by the definition proposed in the *Dictionary of Sociology* (Ferreol, 1998).

The identification of the research level of the problem of campaigns in science in Romania was carried out through the prism of several studies relevant for the subject. The notion was researched through the analysis of the work *Television Journalism* (Zeca-Buzura, 2005), important from the practical aspect that targets the TV segment of the media. The study has the merit of developing the prototype concept of a media product that is used by the author to complete the definition of the media campaign.

Science in the Romanian space offers a tangential research perspective on the subject. The most relevant works for the approached field are some articles written by Oc.Butoi (1969, 1983). Although they refer to the field of print media, and the emergence of the notion of campaign is due to the development of attitude media, the articles provide a semantic description of the concepts, close to contemporary trends.

The implications of the campaign in the process of promoting corporate social responsibility in the Romanian space, similar to the international approaches listed above, are analyzed by C.Cmeciu (2013). The economic dimension as a characteristic of the media product is also described by I.Hudea (2007) in *Cultural Marketing: promotion in the media*. On the press segment, basic studies were analyzed, including the monographs of M.Coman (2004), which have the role of explaining the socialization function of the media, relevant for campaigns, as well as by diversifying the issue of socially oriented journalism. The differences between the concepts of social and community journalism are proposed by D.Sandu (2005) in *Community Development: research, practice, ideology*, and V.Vâlcu (2007) in *Social Journalism* proposes not only an explanation of the need for specialization of the press and describes the field, but also mentions some of the essential features of the campaign, in particular – the individualized nature of the topics.

In the local space, the research of media campaign has a valuable theoretical basis, but its character is neither sufficiently developed and described, nor customized. The opinions of local media experts were used to determine its position in the hierarchy of media terms and concepts in

this field of study, tangibly related to social journalism and all elements of the conceptual lexical field: social values, topics addressed by the media, positive practices promoted by social journalism. This aspect was capitalized by mentioning the social vocation of media communication, explored by C. Marin (2002), an imperative that can be attributed to all the tools of the media system, in this case – press campaigns with a strong social character. Complementary to generalist approaches with concepts that can be borrowed to explain the utilitarian and functional essence of campaigns, the notion is presented as a strong tool for disseminating social messages in the study *Social Journalism: Defining Issues* (Stepanov, 2015). Although this research focuses on determining social connotations and explaining them in relation to the action of the press campaign. Some works develop another side of the subject: economic or commercial one, presenting the need of media outlets to assure their stable financial state, for example *Media between values and professional dangers* (Canțâr & Ciornei, Guzun & Pojoga, 2003). The study named *Mass-media and the phenomenon of community development* by T. Socolov (2005) proposes the perspective of public participation in solving problems. The social aspect is also highlighted in the study of I. Guzun (2004), who launches the notion of journalism for human development, associated with social journalism and traces the structural elements of the campaign in this key: slogan, motto, title, purpose, objectives. The sociological aspect of the discussed subject is also described at the level of local science, an example being the research signed by L. Malcoci (2002) *The issue of social reporting*, through which the author described the topics that are developed through the press campaigns.

The synthesis of the proposed concepts and accents generated the elaboration of an own definition for the media campaign. According to the authors of the thesis, this action is a press activity, aimed at promoting ideas, values, standards, activities, products, services etc. designed to influence public opinion and change attitudes, reactions and social actions in relation to a problem, situation, individual or social group. It involves putting into the information circuit some cycles of news and opinion materials and is aimed at correcting a certain state of affairs in society, certain topics being addressed in the media consistently and consecutively over a short, medium or long period of time (Stepanov & Botnariuc, 2016, pp. 146-150).

The theoretical aspects of the notional field are correlated in Chapter 1 with the description of the research methodology applied on the subject. Analysis pathways from the 4 groups of methods were used:

- the general logical methods (conceptual and philosophical) were applied for the conceptual description of the key terms of the subject. The semantic delimitations for the notions were

proposed: campaign, press campaign, advertising campaign, advertising, social advertising;

- general-scientific methods, have been used in all stages of research. In this case, the historical method was useful to provide data on the evolution of the concept of media campaign in a complex phenomenon, influenced by economic, social, political factors, the emergence of new technologies; the experiment, used by Western theorists; observation method;
- particular methods: qualitative analysis applied on the informational products of the local press, selected for study;
- specific methods: statistical method, measurement of TV ratings / audience.

The concept for two own studies was also developed. The first *Structural and functional elements of media campaigns in the national press* had three research topics:

1. The campaign *They are heroes* - organizer: *Realitatea TV Moldova*; 2. The campaign named *Good Thoughts from around the World* - organizer: *IPN agency*; 3. Campaign regarding the decriminalization of drug use - organizer: *Sanatateinfo.md*.

The second study *The rhetoric of media campaigns on national TV stations* focused on 3 other topics: 1. *ProTV Chisinau, Give and Earn* campaign, 2. *Moldova 1 TV* and 3. *Publika TV*. The studies aimed at analyzing the subjects based on a series of criteria and units of measurement, set out in detail in subchapter 1.3 of the thesis.

The historiographical study of the research topic showed that the notion of media campaign is most often approached at the level of terminology or as a component part of currents derived from social journalism. There is no research entirely dedicated to the subject that identify, review and describe its individual characteristics.

Chapter 2 *The identity profile of media campaigns* includes landmarks that describe the outline of this product and generate a clear perception of the identity of the concept and its unique character. The media's efforts in building a social image are perceived through the analysis of public opinion, an indicator that can provide a picture of reality and outline the degree of compatibility between media actions and how the image of the world is viewed from the audience's perspective. At the ideological level, media campaigns influence public opinion, acting by promoting positive practices, constituted by socially constructed consensus, in other words they support this agreement and represent a confirmation of the general-valid acceptance of the rules. The way of influencing the public opinion through these special products of the press is a research direction that would allow the identification of their degree of utility. Establishing the defining framework for the role, through the considerations issued by A.A.Berger (1998, p. 47), we

appreciate the particular mission of the campaigns that reside in the commitment to serve society and to promote functional models of social values. This visible element of the identity of the campaigns corresponds, in most cases, to the proposed general purpose, from which the particular one is derived, the latter being related to the subject of the action.

In the context of identifying the advantages of media campaigns, the liaison function of the press is analyzed extensively by M.Coman (2004, pp. 91-92). The author emphasizes the idea that by consuming information millions of people are connected by unseen threads, they are subject to the same category of knowledge, exemplifying the manifestation of this function through an appeal launched by the media that triggers a wave of solidarity. The mechanism of action of the campaigns is similar, and these products are some whose degree of compatibility with this process is high. In the same way, the theme of the campaigns was studied by researchers from Romania: Oc.Butoi and S.Rădulescu. Scientists attribute an educational role to this media activity. "The integration of the individual in the complex system of social relations appears as a direct effect of the socialization process achieved both by traditional means, cultural and educational, and by the progressive accumulation of personal life experiences" (1983, p. 89).

Another vector of approach to the area of action of press campaigns refers to their contribution in community journalism. I.Dzaloshinski & M.Dzaloshinskaya (2016, p. 217) include the social campaign in the list of tools for the participation of journalism in public life - new direction in the evolution of the media phenomenon, which involves the transformation of the traditional "journalist-audience" relationship in the direction of humanization and democratization. Within this model, the public transforms from a passive consumer of information, into a provider, into an active co-participant in solving problems and achieving a significant result for society wellbeing (Dzaloshinski, 2006, p. 29).

The theses presented and supported by researchers through arguments can be structured in outlining a general picture of the notion of media campaign in the context of their usefulness. From the theses above we can deduce that the role of community or even social consolidation around a common problem or cause is an ambitious one and can be achieved through the press competition only if there are premises for it. With a great potential to raise awareness and encourage action, press campaigns must be exploited as a means of cohesion, linking individuals, who could participate in acts of change for the welfare of community life.

In the same chapter of the thesis, the author synthesizes the multiple visions about the identity elements of a campaign. D.Georgiev (1979, pp. 85-86) lists the following aspects that he attributes to the concept: focus on purpose, complexity and the method of carrying out the campaign arising from the typology of the newspaper. M.Coman proposes to the attention also the

role of the reader, which is not limited to a simple passive actor on which certain attempts to change for the better are exercised. This is also an important factor in the decision-making process or influencing them (2004, p. 156). The individualized character of the subjects for the press campaigns, specific to each case is approached by V.Vâlcu. The author states that these “campaigns of broad social interest must be read ... in a personal key” (2007, p. 34), so the topics must have a particular character, specific to the community.

Complementary to these visible elements at the level of considerations that are taken into account when planning a campaign, I.Guzun (2004, p. 50) reviews the aspects that form the matrix of a social action of the press. These are: purpose, title, slogan / motto, logo to be published for each article that is part of the action, whether it is the written press or an audiovisual generic, specific to the TV and radio channel. The resumption character will be preserved by publishing the campaign materials in each issue, thus ensuring its continuity and, eventually, its success. Another recommendation of the author is the presence of requesting support from influential and competent social actors that can solve the specific problems. This ensures the scope of a campaign, another element of identity.

Among the characteristics attributed to the campaigns are those listed by the Romanian researcher Oc.Butoi (1969): mass character; addressing all categories of readers by establishing a real dialogue with the public; the need to constantly show the results; skill to finish a campaign, without giving the impression of abandoning the topic.

The profile of the social actions of the press is also described by the typology of the campaigns. Multiple approaches offer a broad perspective of their classification, according to clear criteria:

1. The degree of event planning (Butoi, 1969, p. 186): periodic campaigns; non-periodic or improvised; planned.
2. The size of the campaign (Georgiev, 1979): micro-campaign; large-scale campaign; supercampaign.
3. Number of genres used: campaign in which only one journalistic genre is used; campaign in which several journalistic genres are used.
4. Focus on purpose (Dzaloshinsky, 2006, p. 62): information; propaganda; mobilization campaigns.
5. Public: mass campaigns; specialized; for small groups.
6. Types of used messages: information / with factual data; suggestive; psychological wars.
7. Used technologies: media; communication campaigns; complex campaigns.
8. Duration: short-term campaigns; of medium duration; long lasting.

9. The volume of resources used: low cost campaigns; medium cost campaigns; high cost campaigns.

10. Number of media institutions involved in the activity: launched and carried out by a single media institution; launched by a media institution, but also taken over by other actors in the media market; launched by NGOs and supported by several media institutions.

In chapter 2 the author shows a special interest in relation to the topics covered by the campaigns, which include their purpose, but also the other structural elements, as it states the particular nature of the issue brought to the public's attention, resulting from the socio-economic configuration, cultural and political life of the reference society. The media coverage of a wide range of topics requires from journalists a good knowledge of reality, which is the basic provider of the topics covered, but also knowledge of the characteristics of the public, a factor that depends on the selection of ways to present them. At an initial stage of launching a campaign, when the idea arises, the social value is crystallized and proposed as a goal whose purpose is predictable. The primary idea is supported by a social problem identified and realized by a group of people, and will be proposed as a theme for a press campaign. Referring to this aspect, the researcher L.Malcoci in the article *The issue of social coverage* (2002, p. 26) specified that the journalistic contribution made by presenting a press material corresponding to the mentioned genre consists of a series of consecutive processes, among which: identification, bringing to the attention of the general public, analysis from a social perspective of the most important issues, events and processes of the era. Because the subject of this paper is characterized by an interference with various fields of study, it is necessary to perform a sociological analysis of the topic. The author identifies a typology of social problems, according to the criteria: location, field of manifestation and causes of appearance. The following categories of problems are generated by the above mentioned directions:

1. *By location*: global social problems; national social issues; local social problems.
2. *According to the field of manifestation*: socio-political; socio-economic; socio-cultural; social demographic; social-medical; social-psychological issues.
3. *According to the causes of appearance*: functional problems; structural problems; accidental problems.

Starting from this range of issues that can characterize a community or a society at a given time, the media can extract topics of public interest for their launch in the press. It should be mentioned that in a campaign, a dysfunction, especially of a social nature, cannot be superficially characterized. The authors of the press materials, united under the umbrella of a media campaign, will generate journalistic content that will include aspects of reporting-expertise of the field:



presenting the causes of the problem, identifying solutions, ways to evolve it, finding the current state of affairs.

The multiple concepts presented and summarized in this chapter convey the message of a complex configuration of the media campaign in relation to the contemporary media phenomenon. Both the identity elements of this social action and the typology are generated by the specifics of the social field, in general, and that of the community, in particular, for the benefit of which one of the initiatives is launched. The action on the public and the interaction with it through the campaign is one with a maximum potential to influence the opinion and behavior of the press. In this way, a media tool is delimited by disseminating the values, included in the semantics of the purpose, title or slogan of the campaign.

Through the scientific approach whose results are presented in Chapter 3 ***Media campaign: processes and products*** are achieved 3 other objectives of the thesis, specified by: analyzing the models of organization and stages of campaigns; investigating the conditions for the manifestation of these products in the national press and defining the forms and types of speeches of local campaigns. This section of the paper focuses on a transition from theoretical assertions to the practical implementation of the study methodology developed by dissecting research topics on the filter system composed of criteria derived from identity elements and units of measurement subordinated to them.

The analysis of the multiple models of the social campaigns favored the description of a standard framework for their organization. The complex character of the products requires the realization of several types of activities, structured on certain stages, which form the conceptual itinerary of the media campaign. The analysis of the design of this press product allows us to delimit the main moments of carrying out an activity of this type. Thus, any campaign requires the organization of the following stages:

- *preparation or planning stage;*
- *carrying out the campaign;*
- *analysis of the completed campaign.*

The stage of preparation and / or planning of a media campaign, at internal organizational level, includes several consecutive cycles of activities, oriented towards:

1. Identification of the subject for the media campaign: analysis of the situation in the social field through documentation from different points of view; highlighting pressing social issues that can be solved through mediation by the editorial team; identifying a problem, a particular case that can be solved by public intervention and decision makers.

2. Designing the media campaign: establishing the purpose of the campaign, the central idea; defining objectives in direct accordance with the purpose; establishing the strategy of evolution; building the identity elements of the campaign: title, logo, motto, duration.

3. Management of the media campaign: setting the budget and planning the time; establishing control tools, evaluating the effects of the campaign; analysis of risk factors and feasibility of the activity.

From the point of view of the structure of a campaign, the following components, phases or cycles of actions were identified, borrowed from the theory of literature: *the start / introduction, the node / intrigue, the culmination, the development, the end.*

The beginning not only specifies the start of the campaign, but also determines its destination. The purpose of the node is to catalyze the campaign by arguing it and expressing the first opinions about the issue under discussion. The culmination – is the most dynamic part of the campaign, representing the maximum amplitude of its realization. Development is the longest stage of a campaign. It is at this stage that the program that was announced at the beginning and the realization of which started during the introduction, and the affirmation took place within the culmination, acquires integrity and exhaustive realization. In the development phase, there is a need to follow the successive and uninterrupted evolution of the mediated theme. The end is the moment that marks the final moment of the action, so it is an indispensable element for providing information with a meaning of logical finish.

Identifying these phases in the planning process is also important because their position or succession determines the so-called relief patterns of the campaign or ways of designing these media actions. The tracking of the used models provides conclusive information about the conditions of manifestation of the social profile products launched on the media market.

The presentation of an overview of the current state of the phenomenon at local level was made by initiating the study *Structural and functional elements of media campaigns in the national press*, which aimed to identify the particularities of these actions, launched by various exponents of the media system, in particular the analyzes focused on the following institutions: TV, news agencies and the online press. The study was conceptualized based on three research topics: the campaign launched by *Realitatea TV* (Moldova) - *They are heroes*, the *IPN* agency campaign - *Good thoughts around the world* and the campaign on decriminalization of drug use, initiated by *Sanatateinfo.md*. The results of the study consist in highlighting some peculiarities of these products, which are dependent on the channel of message dissemination. The common element exploited in all cases is the specific language, expressed in the form of text (news portal) and audio (television). Stylistic effects are an imperative for the used genres, social coverages,

portrait coverages, problem reporting, with construction is from private to general. However, the use of genres is dictated by the subject and purpose of the campaign. In the case of the *Good Thoughts of the World* action, the information is factual and presented through the genres of analytical journalism. A distinctive feature of the campaigns are also the ways of expressing the message. If in the case of television the dramatic effects of the video images that give the campaign an emotional character are exploited, in the case of news portals, the static images that accompany the texts of the materials are used for expressing the main idea. In the case of the online platform, the degree of visibility of the messages can be followed, by the number of views that are available, on television the visibility being evaluated by audience measurements. The advantage of news agencies is to increase the possibility of covering the campaign by distributing information based on subscriptions or downloading from other media sources. Each broadcast channel has a number of features that determine the types of campaigns, for example, those involving syntheses, analysis - information campaigns, will be successful for agencies, and those involving the charity - in TV and on online.

The research approach of the media campaigns in the area of the local information market highlighted the multitude of forms of use of this tool by the media insider actors, each of the initiatives taking over the specifics of the dissemination channel, purpose, type and structure. There is a convergence between traditional practices of the use of press genres, with the advantages offered by each medium of message dissemination and, in the case of news portals, with new trends in the interpretation of materials.

The second study *The rhetoric of media campaigns on national TV stations* involved analyzing the forms of expression of these products, launched by the TV segment of the local media system and was applied to the following research topics:

- *Give and Earn* campaign broadcasted on *Pro TV* (as a research sample are 5 editions of the media product, launched in a period of 5 years: December 2014 - December 2018);
- social campaigns broadcasted on *Moldova 1 TV* (January 2014 - August 2019);
- social campaigns broadcasted on *Publika TV* (2014-2018).

The results of the study showed an active character of the press, customized by the audiovisual element. The *Pro TV* media campaign reverberates with the social problems specific to society, it is a periodic, planned one. The character of social responsibility is highlighted, which brings trust capital from the public. *Give and Earn* campaign focuses on shaping the social portraits of people in their ordinary environment, through which media presents the social realities specific to our country. People-centered dramas are exploited, transformed and presented as life stories, that are interesting for the audience.

The active character of the press is triggered by conducting press campaigns, or their function is to generate reactions from the public, able to influence the organs of power, to generate reactions from decision makers, to mobilize the masses to solve problems in the short or long terms. The press can be considered an alternative voice that not only formulates the public agenda, but also stimulates the participation of citizens in the community life. The three methods of action are widely used by the press: financial, ideological, editorial, but in the analyzed practical cases the internal interest is the base to exploit social responsibility, this one is influenced by political factors and their intervention in the editorial content. In the latter case, illustrated by *Publika TV*, we see a folding of the declared public interest on the political leaders affairs, and the media campaign becomes a tool of manipulation and propaganda. The incorporation of the campaign in the information flow broadcast by a television station is a practice that demonstrates the malleability of media institutions that fit perfectly on the characteristics of public life and naturally follow the course of social developments in the areas where they operate. As a result of the tendency of TV stations to assert themselves on the media market as socially responsible entities (a form of self-promotion), the campaigns illustrate an innovative form of presenting the message because the ways of organizing them exceed in some cases the traditional limits of organization of special events from PR teams. At the same time, although it does not completely migrate from the media zone, the confluence of forms of message delivery becomes a beneficial one for the success of the campaign. Applying the comparison as a research technique of this element of the contemporary media phenomenon, we observe the crystallization of own styles of managing an social action for each analyzed television station.

## GENERAL CONCLUSIONS AND RECOMMENDATIONS

We are assisting at a fundamentally new stage in the development of the media phenomenon, a stage marked irreversibly by the opportunities of new information technologies. In conditions of new operational practices, the concept of media campaign should be relaunched, proposing to the public an alternative tool not only for information, but also for mobilization. Characterized by strong points such as interaction with the public, its direct involvement in solving of specific social problems, finality outlined by providing results, this product of the media is a complex one, and its approach in this study was a multidimensional one because it involves dissecting a topic from the perspectives of all the involved actors: from those who plan to those who consume and benefit from the results of the campaigns. These social actions become focal points for the categories of public that they target, the socialization function being strongly outlined by the possibility to be demonstrated by the level of interactivity between media institutions and the public.

The scientific investigation developed in the study ended with a conceptualization of the campaigns in the context of media phenomenon and a comprehensive theoretical description of this products, resulting in chapters 1 and 2 of the thesis. In the present study, the specific purpose and objectives generated a series of general conclusions which are set out below.

1. The subject of media campaigns, although it represents an object of study of communication sciences, interferes with a series of sub-domains of socio-humanistic profile, the point of tangency being the social vector of the approaches of the topic.

2. The overlap and completion of the concepts proposed by the authors who researched the issue of campaigns allowed us to develop our own definition for the media campaign, which is presented as a media activity, aimed at promoting ideas, values, standards, activities, products, services etc. designed to influence public opinion and change attitudes, reactions and social actions in relation to a problem, situation, individual or social group. This approach involves putting into the information circuit some cycles of news and opinion materials and is aimed at correcting a certain situations in society, certain topics being addressed in the media consistently and consecutively for a short, medium or long time (Stepanov & Botnariuc, 2016, pp. 146-150).

3. The limits established in the present research dictated the elaboration of our own methodological concepts for studying the subject of media campaigns in the local press, based on criteria developed in accordance with the purpose and objectives of the study.

4. Media campaigns are a tool of the press, used to disseminate social values, because its functions, roles and objectives resonate with those of social journalism and its derivatives: civic

journalism, co-participation journalism, journalism for human development, solutions journalism etc.

5. The identity of media campaigns is determined by characteristics such as: purpose, complexity, typology of media institution, mass character, interaction with the public, duration, a certain structure, repetitive nature of messages, these elements also become criteria for present campaigns according to a specific typology .

6. Media campaigns propose to the public a series of social issues as topics for reflection. They are inspired by the near reality and are reflected through media messages, transmitted to the general public. The information presented is converted into media genres, forms of expression that encode certain social values, norms, models of positive behavior, necessary to overcome the unfavorable social issues.

7. Campaigns are information products that must be implemented according to a plan in which each stage is well defined and argued. The author proposed a standard framework for organizing these products, by reviewing the operations to be followed in the pre-production, production and post-production phases.

8. At the practical level, the campaign is frequently used as a tool to spread positive practices, expressed by promoting social values. The research carried out on the basis of 2 studies, with 6 research topics from the national press segment, demonstrated the incidence of these social actions in the elements of the media system: print press, audiovisual, news agencies and information web portals. Each of them influences the diversity of tools and techniques needed, the selection of genres and the typology of campaigns.

9. The local media is characterized by the predominance of campaigns organized on certain festive occasions, usually religious or civil holidays, which have a major impact on the public. The religious ones involve the element of charity and call for solidarity, tolerance, goodwill, human generosity, and the civil ones - are a way of approaching civic values, such as patriotism, love for national traditions and values.

10. An aspect neglected by most institutions is the possibility of using campaigns as an element of identity, which leads to the launch of sporadic initiatives, with a floating duration and a different frequency.

The analysis concluded with an extensive report on the state of local media campaigns at the current stage and the proposal of some recommendations, such as:

1. The diversification of operational practices and design of media campaigns by including elements of correlation between purpose, theme, ways of approaching the subject and identifying new points of attraction.

2. The designing and implementation of a larger number of social media campaigns. These should become constituent elements of the editorial policies of media institutions, especially public ones, being presented in long-term (usually annual) plans.

3. Extending the thematic range of press campaigns in order to address current, topical issues, apart from special occasions, usually national or religious holidays.

4. Organizing campaigns based on public-private partnership, in order to attract economic agents and decision makers to outline the end and complexity of campaigns by providing an informational, financial or material support.

5. Cooperation between media entities: institutional - Audiovisual Council, non-profit – media NGOs and mass media institutions in order to organize, on a partnership basis, large-scale campaigns.

6. The use of the results of this study as materials for the specialized *courses Journalism and media processes* and *Communication and public relations*, but also the extension of research by probing the new vectors of evolution of the concept and the conditions of manifestation of campaigns according to contemporary context of socio-political situation.

## BIBLIOGRAPHY

1. BERGER Arthur A. 1998. *Media research techniques*. USA: Sage Publications, 184 p. ISBN 9780761915379
2. BUTOI Oc. 1969. Campania de presă. In: *Analele Universității București: Filosofie*. Anul XVIII, 1969, pp. 185-189
3. BUTOI Oc., RĂDULESCU S. 1983. O analiză comparativă a rolului presei în sistemul educației permanente. In: *Analele Universității București: Filosofie*. Anul XXXII, 1983, pp. 89-94
4. CANȚÂR, A., CIORNEI, V., GUZUN, I., POJOGA N. 2003. *Mass-media între valori și pericole profesionale*. Chișinău: Combinatul Poligrafic, 144 p. ISBN: 9975-9507-3-6
5. CMECIU C. M. 2013. *Tendențe actuale în campaniile de relații publice*. Iași: Polirom, 199 p. ISBN: 978-973-46-3898-7
6. COMAN M. 2004. *Introducere în sistemul mass-media*. Iași: Polirom, 278 p. ISBN: 973-681-617-6
7. DEJICA D., CERNICOVA-BUCĂ M. 2014. *Dicționar de comunicare și Relații Publice englez-român*. Timișoara: Orizonturi universitare, 264 p. ISBN: 978-973-638-575-9
8. *Dicționarul explicativ al limbii române*. 1998. București: Univers enciclopedic, 1192 p.
9. FERRÉOL G. (coord.) 1998. *Dicționar de sociologie*. Iași: Editura Polirom, 255 p. ISBN 973-683-054-3
10. GUZUN, I. 2004. *Jurnalism pentru Dezvoltare Umană: Repere ale cursului universitar*. Chișinău: UNICEF Moldova, 60 p. ISBN: 9975-62-107-4
11. HEATH Robert L. 2005. *Encyclopedia of Public Relations*. Volume 2. USA: Sage Publication, Inc., 1101 p. ISBN 0761927336
12. HUDEA, I. 2007. *Marketing cultural: promovare în mass-media*. Cluj-Napoca: Mediamusica, 149 p. ISBN: 978-973-8431-87-4
13. IONICĂ L. 2005. *Dicționarul explicativ de televiziune englez-român*. București: Tritonic, 256 p. ISBN: 973-733-027-7
14. KENDALL, R. 1996. *Public relations campaign strategies: Planning for Implementation*. Ed. II. New York: Longman. 564 p. ISBN 0673996921
15. MALCOCI L. 2002. Problematika reportajului social. In: *Reportajul social: pentru tinerii jurnaliști și studenții de la Facultatea de Jurnalism*. Chișinău: Colograf-Com, pp. 26-29. ISBN: 9975-9710-1-6



16. MARIN C. 2002. Vocația socială a comunicării mediatice. In: *Reportajul social: pentru tinerii jurnaliști și studenții de la Facultatea de Jurnalism*. Coord. Nelly Harabara. Chișinău: Tipografia Academiei de Științe, 128 p. ISBN: 9975-9710-1-6
17. MCGUIRE W. 1989. Theoretical foundations of campaigns. In: R.E. Rice & C.K. Atkin (Eds.), *Public communication campaigns* (2nd ed.). Newbury Park, CA: Sage, pp. 43-66. ISBN-10: 0803932634
18. MCGUIRE W. 1989. Theoretical foundations of campaigns. In: R.E. Rice & C.K. Atkin (Eds.), *Public communication campaigns* (2nd ed.). Newbury Park, CA: Sage, pp. 43-66. ISBN-10: 0803932634
19. PAISLEY W. 2001. Public communication campaigns: The American experience. In: R.E. Rice & C.K. Atkin (Eds.), *Public communication campaigns* (3rd ed.). Thousand Oaks, CA: Sage, pp. 3-21. ISBN-10: 1412987709
20. POPESCU C. F. 2002. *Dicționar explicativ de Jurnalism, Relații Publice și Publicitate*. București: Tritonic, 528 p. ISBN: 973-8051-60-6
21. RANDALL D. 1998. *Jurnalismul universal. Ghid practic pentru presa scrisă*. Iași: Polirom 272 p. ISBN: 973-683-061-6
22. RIEFFEL R. 2008. *Sociologia mass-media*. Iași: Polirom, 247 p. ISBN: 978-973-46-1017-4
23. SANDU D. 2005. *Dezvoltare comunitară: cercetare, practică, ideologie*. Iași: Polirom, 232 p. ISBN: 973-681-918-3
24. SOCOLOV T. 2005. *Mass media și fenomenul dezvoltării comunitare*. Chișinău: CCRE „Presa”, 110 p. ISBN: 9975-70-515-4
25. STEPANOV G. 2015. *Jurnalismul social: aspecte definitorii*. Chișinău: CEP USM, 264 p. ISBN: 978-9975-71-714-4
26. STEPANOV G., BOTNARIUC M. Campaniile mediatice: abordări teoretico-conceptuale. In: *Studia Universitatis Moldaviae, seria Științe Sociale*, 2016, nr. 3 (93) 2016, pp. 146-150. ISSN 1814 – 3199
27. TURNER R. 1968. Role: sociological aspects. In: *International Encyclopedia of the Social Sciences*, Volume 13, 1968, New York: Macmillan, pp. 552-557
28. VÂLCU V. 2007. *Jurnalismul social*. Iași: Polirom, 2007, 286 p. ISBN: 978-973-46-0749-5
29. WAKEFIELD M. A., LOKEN B., HORNİK R. C. 2010. Use of mass media campaigns to change health behaviour. In: *Lancet*. Oct 9, 2010, 376(9748), pp. 1261–1271. ISSN: 0140-6736

30. WATINE T., BEAUCHAMP M. 2000. Journalisme public et gestion des enjeux sociaux. Étude de la campagne «spécial emploi» du journal Le Soleil de Québec. In: *Communication*, Université Laval. Vol. 19/2, 2000, pp. 93-126. ISSN online 1920-7344
31. ZECA-BUZURA D. 2005. *Jurnalismul de televiziune*. Iași: Polirom, 200 p. ISBN: 973-681-968-X
32. GEORGIEV D. 1979. *Newspaper administration*. Misli: Moskow, 264 p.
33. DZALOSHINSKY I. 2006. *Coparticipation journalism. How to make journalism useful for people*. Moscow: Prestij, 102 p.. ISBN 5-98169-007-0
34. DZALOSHINSKY I.M., DZALOSHINSKAYA M.I. 2016. Civic participation in social developmen: the role of the media. In: *World of Media. Journal of Russian Media and Journalism Studies*, 209–237. ISSN 2307-1605
35. TUMANOV D. 2002. The genres of the periodical press. Study guide. Cazan: KGU, 2002, 465 p.
36. AMIEL P. (2017). Le journalisme de solutions. In: *Communication* vol. 34/2, 2017 [Quoted 07.08.2017]. Available: <https://journals.openedition.org/communication/7226#quotation>
37. *How to start a media campaign*, [Quoted 21.07.2017]. Available: [https://www.unicef.org/french/righttoknow/index\\_mediacampaign.html](https://www.unicef.org/french/righttoknow/index_mediacampaign.html)
38. STEHLI J-S. (2000). L'article complet sur le journaliste civique. In: *La Lettre d'Utopies* [Quoted 26.03.2016]. Available: <http://www.grainesdechangement.com/docs/JournalismeCivique@GDC.pdf>
39. Campaign. In: *Big Encyclopedic Dictionary*. [Quoted 20.07.2017]. Available: <http://dic.academic.ru/searchall.php?SWord=%D0%BA%D0%B0%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D1%8F&from=xx&to=ru&did=&stypе=>

## LIST OF PUBLICATIONS ON THEME OF THE DOCTORAL THESIS

### Articles in scientific journals:

- In international journals:
  1. BOTNARIUC M. Media campaigns – forms of promoting social messages. In: *International Journal of Communication Research*. Vol. 7, Issue 1 January/March 2017, pp. 28-31. ISSN 2246-9265.
  2. BOTNARIUC M. Media campaigns: objectives and directions of action. In: *Convergențe spirituale Iași-Chișinău*, nr. 12-13/ 2017, Iași, pp.105-108. ISSN: 2343 – 9661.
  3. BOTNARIUC M. The language of media campaigns. In: *Convergențe spirituale Iași-Chișinău*, nr. 12-13/2017, Iași, pp.225-230. ISSN: 2343 – 9661.
  
- In the journals from the National Register of profile journals (by indicating the category)  
*In journals mentioned with B category:*
  4. CEBAN M. Rhetoric of indigenous media campaigns. The case of “Give and earn” on Pro TV Chisinau. In: *Moldoscopie*, 2020, nr.1 (88), pp. 131-138. ISSN 1812 – 2566.
  5. BOTNARIUC M. Media campaigns as forms of promoting social messages. In: *Studia Universitatis Moldaviae*, seria Științe Sociale, 2019, nr. 3 (123), pp. 23-26. ISSN 1814 – 3199.
  6. STEPANOV G., BOTNARIUC M. Media campaigns: theoretical and conceptual approaches. In: *Studia Universitatis Moldaviae*, seria Științe Sociale, 2016, nr. 3 (93) 2016, pp. 146-150. ISSN 1814 – 3199.
  
- **Articles in scientific collections**  
*national collections*
  7. BOTNARIUC M. Media activities aimed at combating social inequalities. In: *Inegalități sociale în Republica Moldova. Constituirea clasei de mijloc*. Chișinău: Tipografia Centrală, 2017, pp. 272-276. 439 p. ISBN 978-9975-9761-9-0.
  8. BOTNARIUC M. Social journalism in the written press. Theoretical-practical approaches. In: *Valori ale mass-media în epoca contemporană*. Vol. VI. Chișinău: CEP USM, 2016, pp. 144-151. 256 p. ISBN 978-9975-71-832-5.

### Materials / theses at scientific forums:

- with international participation
9. BOTNARIUC M. Press campaign – an example of asserting the social responsibility of the media. In: *Integrare prin cercetare și inovare. Conferința Științifică națională cu participare internațională*. Chișinău: CEP USM, 2017, pp. 53-56. 416 p. ISBN: 978-9975-71-701-4.
  10. STEPANOV G., BOTNARIUC M. TV media campaigns: an overview. In: *Integrare prin cercetare și inovare. Conferința științifică națională cu participare internațională, 28-29 septembrie 2016. Rezumate ale comunicărilor. Științe sociale*. Chișinău: CEP USM, 2016, pp. 203-206. 318 p. ISBN 978-9975-71-813-4.
- with national participation
11. BOTNARIUC M. Quantitative and qualitative valences of the national social news. In: *Analele științifice ale Universității de Stat din Moldova. Științe socioumanistice, Vol. I*. Chișinău: CEP USM, 2013, pp. 87-89. 278 p. ISBN 978-9975-71-432-7.

## ADNOTARE

**Autor: Ceban Marina**

**Tema: Campaniile mediatice contemporane: abordări teoretice și practici operaționale.**

**Teză de doctor în științe ale comunicării la specialitatea 571.01 – Jurnalism și procese mediatice. Chișinău, 2021.**

**Structura tezei:** introducere, 3 capitole, concluzii generale și recomandări, bibliografie din 173 titluri, 151 pagini text de bază, 7 tabele, 7 figuri și 5 anexe. Rezultatele obținute sunt publicate în 11 lucrări științifice.

**Cuvinte-cheie:** campanie mediatică, fenomen mediatic, valoare socială, domeniu social, problemă socială, produs mediatic, design al campaniei, jurnalism social, responsabilitate socială.

**Domeniul de studiu:** Științe ale comunicării.

**Scopul lucrării** constă în definirea conceptului de *campanie mediatică* în contextul jurnalistic contemporan prin proiectarea profilului identitar și a cadrului-tip de organizare a acesteia și în elucidarea formelor de expresie, a semanticii discursurilor și a condițiilor de manifestare a campaniilor mediatice în mass-media din Republica Moldova.

**Obiectivele lucrării:** cercetarea rolurilor, funcțiilor și obiectivelor campaniilor mediatice; caracterizarea elementelor de identitate, a tipologiei și a subiectelor de reflectare a acestora; analizarea modelelor de organizare și a condițiilor de manifestare a lor în presa națională; definirea formelor de manifestare și tipurilor de discursuri ale campaniilor mediatice autohtone.

**Noutatea și originalitatea științifică:** descrierea elementelor de identitate și a multiplelor modele ale CM, propunerea unui cadru-tip de organizare a acțiunii sociale prin etapizarea procesului și identificarea practicilor operaționale utilizate de actorii mediatici autohtoni.

**Rezultatele noi pentru știință:** conceptualizarea campaniilor mediatice ca (1) proces jurnalistic prin identificarea practicilor operaționale organizatorice și (2) produs jurnalistic prin elucidarea formelor de expresie și discursurilor mesajelor de promovare.

**Semnificația teoretică:** valoarea teoretică constă în determinarea specificului câmpului noțional al campaniei mediatice și etapizarea practicilor operaționale în teze fundamentate științific.

**Valoarea aplicativă** constă în posibilitatea utilizării conceptelor emise pentru elaborarea ghidurilor privind lansarea campaniilor media și pentru elaborarea manualelor de jurnalism.

**Implementarea rezultatelor științifice:** publicarea a 11 articole științifice la subiect; contribuții prin participări la conferințe naționale și internaționale.

## АННОТАЦИЯ

Автор: **Чебан Марина**

**Тема: Современные медиа-кампании: теоретические подходы и оперативные практики. Докторская диссертация по коммуникационным наукам по специальности 571.01 - Журналистика и медиа-процессы. Кишинев, 2021.**

**Структура диссертации:** введение, 3 главы, общие выводы и рекомендации, библиография из 173 названий, 151 страниц основного текста, 7 таблиц, 5 приложений. Полученные результаты опубликованы в 11 научных публикациях.

**Ключевые слова:** медиа-кампания, медиа-феномен, социальная ценность, социальная сфера, социальная проблема, медиа продукция, медиа инструмент, дизайн кампании, социальная журналистика, гражданская ответственность.

**Область исследования:** коммуникационные науки.

**Цель диссертации:** определение концепции медиа-кампании в современной журналистики, путем разработки профиля и типовой структуры ее организации, выяснения форм выражения, семантики дискурсов и условий для их проявления в местных СМИ.

**Задачи диссертации:** исследование ролей, функций и целей медийных кампаний; характеристика элементов идентичности, типологии и освещенных тем; анализ моделей организации медийных кампаний и условий их проявления в отечественной прессе; определение форм проявления и типов дискурсов местных СМИ.

**Новизна и научная оригинальность:** описание элементов идентичности и моделей МК, предложение структуры МК путем определения практик, используемых местными СМИ.

**Новые результаты для науки:** концептуализация медийных кампаний как (1) журналистский процесс, путем определения оперативных организационных практик и (2) журналистский продукт, путем выявления форм выражения и дискурсов для продвижения.

**Теоретическая значимость:** теоретическая ценность заключается в определении специфики концепций медиа-кампании и постановке оперативных практик.

**Практическая ценность** заключается в возможности использования предложенных концепций для разработки руководств по запуску кампаний и для разработки руководств по журналистике.

**Внедрение научных результатов:** публикация 11 научных статей по тематике диссертации; участие в национальных и международных конференциях.

## ANNOTATION

**Author: Ceban Marina**

**Theme: Contemporary media campaigns: theoretical approaches and operational practices. PhD thesis in communication sciences, specialty 571.01 - Journalism and media processes. Chisinau, 2021.**

**Structure of the thesis:** introduction, 3 chapters, general conclusions and recommendations, bibliography of 173 titles, basic text – 151 pages, 7 tables, 7 figures and 5 annexes. The obtained results are published in 11 scientific papers.

**Keywords:** media campaign, media phenomenon, social value, social domain, social problem, media product, media tool, design of the campaign, social journalism, social responsibility.

**Field of study:** Communication Sciences.

**The aim of the study** consists in defining of the concept of media campaign in the contemporary journalistic context by designing the identity profile and the model of its organization and in elucidating of the forms of expression, the semantics of the discourses and the conditions for the manifestation of the media campaigns in the media of the Republic of Moldova.

**Objectives of the study:** researching the roles, functions and objectives of the media campaigns; characterization of identity elements, typology and topics of reflection; analyzing the organizational models and the conditions for their manifestation in the national press; defining the forms of manifestation and the types of messages of the local media campaigns.

**The novelty and the scientific originality:** description of the identity elements and multiple models of the concept, proposing a model of organizing the social action by determining the steps of the process and identifying the operational practices used by the local media actors.

**New results for science:** conceptualization of media campaigns as (1) journalistic process by identifying organizational operational practices and (2) journalistic product by elucidating the forms of expression and the messages of the promotion actions.

**Theoretical significance:** the theoretical value consists in establishing of the specificity of the national media campaigns and staging the operational practices in scientifically based theses.

**The applicative value.** The established concepts may be used for the elaboration of the guides of launching of the media campaigns and for the elaboration of the journalism manuals.

**Implementation of scientific results:** publication of 11 scientific articles on the subject of the campaign; contributions to national and international conferences.

**CEBAN MARINA**

**CONTEMPORARY MEDIA CAMPAIGNS: THEORETICAL APPROACHES AND  
OPERATIONAL PRACTICES**

**SPECIALTY 571.01 - JOURNALISM AND MEDIA PROCESSES**

Summary of doctoral thesis in communication sciences

---

Approved for publishing: 13.04.2021

Paper size 60×84 1/16

Offset paper. Offset printing.

No. of copies 15 ex.

Printing sheets: 2.0

Order no. 60

---

Editorial-Polygraphic Center of the Moldova State University

A. Mateevici street, 60, Chisinau, MD-2009