

# Asia in the eyes of Europe

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## Selection of interviewees

Opinion leader	Position held at the time of the interview
BABOIAN, Karen	Chief Editor and Owner of “Diplomatic Club”
BOGDAN, Radu	Owner and CEO of “Nine O’ Clock”, Journalist
CHIRIEAC, Bogdan	Journalist, Political Analyst, particularly on foreign affairs, TV Commentator, Director and Editor of “DC News”
COMANICI, Constanta	Journalist, “Radio Romania Actualitati”
CRISTOIU, Ion	Writer, Publicist, Journalist, Political Analyst and TV Commentator; Correspondent of “Adevarul”
DUMITRESCU, Razvan	Journalist, Talk Show Host at TV station “Antena 3”, Director and Editor of “DC News”
HUREZEANU, Emil	Writer, Journalist, Political Analyst, Publicist, President of the “Realitatea – Catavencu” group
MIRCEA, Virginia	Founder and Chief Editor of “Cadran politic”
MITCHIEVICI, Lidia	Legal analyst, “Realitatea TV”
RACOVICEANU, Alecu	Chief Editor of “Puterea”
URSU, Adrian	Journalist, Talk Show Host ; Commentator at the TV station “Antena 3”
VALCU, Val	Associate Professor in the University of Bucharest - the Faculty of Journalism, Journalist, Editorial Director at “DC News”

# How Asia-news is made in general

- **News selection criterion:** the audience's interest for the subject.  
Requirements for arising interest:
  - professional audience: relevant information concerning the specific professional field
  - generalist audience: novelty, spectacularity and sensationalism and/or relevance for Romania and Romania's interests
- **Sources:** almost exclusively external
  - Foreign news agencies: Reuters, AFP, Associated Press, CNN, BBC, Bloomberg
  - Romanian news agencies: Agerpress, Mediafax etc.
  - Outlets from the event area: CCTV, Al Jazeera, Korean public television etc.

No outlet has Asia based correspondents at the moment; Radio Romania Actualitati has had a correspondent in China until recently; it maintains a collaboration with Radio China International

- **If the need arises:**
  - 2/3 of elites regularly employ experts of varying qualifications, according to the event
    - Ambassadors, diplomats
    - Professional experts (analysts etc.)
    - Asian issues specialists
    - People with experience and understanding of the Asian culture and society
  - Personal contacts abroad (from Asia) are used
  - Local Romanian communities are contacted
  - Teams of correspondents are deployed to the event area
- **Research:**
  - Made depending on the expected public interest for the subject
  - Varies according to the outlet media type:
    - Televisions (need to present the information as fast as possible) perform little research
    - Written publications have more time to dedicate to research

- **Budget:**

- No special budgets destined to Asia
- Special budgets are usually assigned in the case of Asian events of great significance (covering the employment of experts, travelling expenses for correspondents, research materials etc.

# Editorial approach

- **Policy of covering Asian news:**
  - No special policy – just like any other foreign news
  - Subject to the internal regulations and specific of each outlet, e.g.:
    - „Diplomatic Club“ avoids political news and news which may cause controversy entirely
    - „Radio Romania Actualitati“ is legally required to dedicate a portion of its broadcasts to Romanian political issues – limited time for addressing foreign (Asian) news
- Almost all outlets (except „Cadran Politic“) cover Asian news reactively
  - the coverage may become proactive in the case of events of longer duration
- **Interaction with Asian partners:**
  - Almost half of elites have no contact to Asian partners
  - The interaction is usually performed in a bilateral context

- **Selling an „Asia“ story:**

- Very different opinions among the elites:

- Asia news sell...**

- **...very well** – special editions centered on Asia have been very well received by the public
      - **...just as any other foreign news** of similar significance
      - **...not at all:** they would need to be very spectacular to attract any attention

- Asian stories sell well when they are interesting and/or relevant to Romania

- Stories about the larger, more powerful Asian states sell significantly better than news about smaller countries

- **Future areas of media focus**
  - EU and US according to some elites
  - Asia and (Northern) Africa according to others:
    - China, India, Japan, Pakistan
    - War theaters in Afghanistan and Iraq
    - Middle East countries
    - Caucasus states
- **Coverage of officialy issued news:**
  - 2 elites would not agree to transmit such news
  - The rest would agree to transmit them if the news fulfill conditions regarding corectness, importance and fit the news format

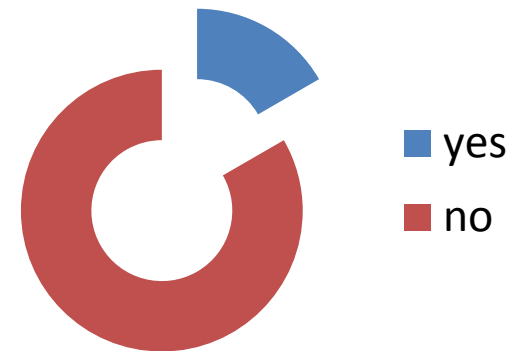
# Asia - a great power ?

- Not an unified entity, but a heterogeneous conglomerate of nations of different power
- Several of these are recognized as significant actors on a global scale
- Lacking “a common voice, common interests and the ability to perform <together> coherent action” the Asian states are unable to form an entity of global power
- Despite some attempts at collaboration between states, because of the significant differences between them “the day in which we will speak of an united Asia [...] is far”

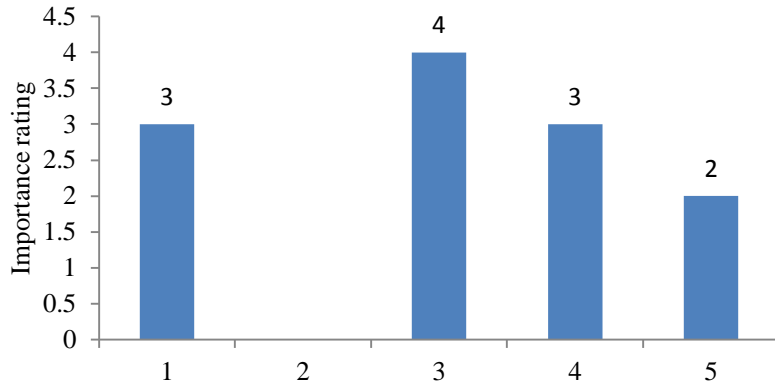
# Asia – political leader ?

- Varied opinions:
  - Several Asian states have already ascended to a 'silent' leading position
  - Asia's political influence is currently on equal footing with that of US and EU
  - Asia is still lagging behind the ,de facto' leaders, US
- Several elites see Asia as excelling mainly in economics and using its financial status as leverage for obtaining political influence.
- An elite considers that Asia is currently trying to consolidate its economy and is not interested in assuming a leading political position.
- All elites consider Asia's political influence to be on the rise.

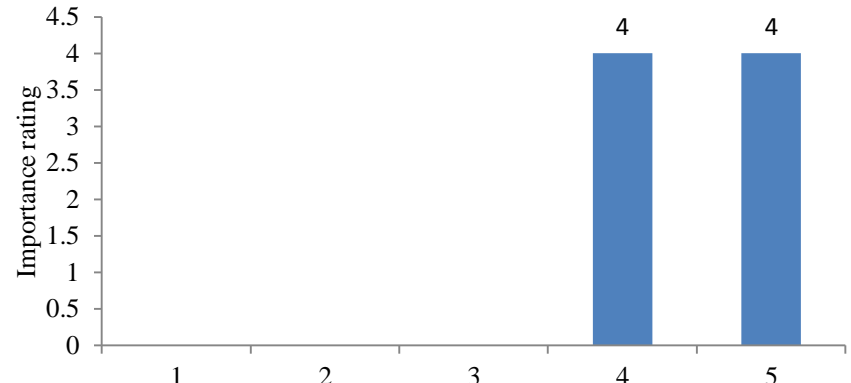
**Is Asia a leader in international politics?**



# The importance of Asia to Romania



The importance of Asia to Romania in the present



The importance of Asia to Romania in the future

- Present:  
average grade 3  
3,4,5 awarded from the elites' perspective  
1 awarded from the perspective of the authorities
- Future:  
average grade 4.5  
all elites expect the importance of Asia to Romania to increase

# Asian-Romanian relations

- Are defined by:
  - Economics related aspects
    - The level of commercial exchanges
    - Asian investments to Romania
  - Security and military related issues (involvement through NATO's interventions in the area)
  - Collaboration in the field of energy, in the context of ongoing projects AGRI, South Stream, Nabucco

# ASEM

- Largely unknown among the Romanian media elites
- More than 50% of respondents do not know the subject
- The others have offered very generalist answers; ASEM is considered
  - A welcomed attempt to improve Asia-Romanian relations, or
  - A purely diplomatic initiative with no practical results - “a possibility for a group of gentlemen to meet and discuss without solving anything”
- Only 4 elites commented on the effects of ASEM 8
  - 1 considers it to be “positive”
  - 3 believe the effects on Romania to be only mediated, through EU, which passes its positions along to the member states.
- The elites generally consider the idea of multi-regional dialogue to be quite abstract, without having offered any practical effects for Romania thus far



**Thank you!**