

ASIAN INVESTMENTS IN ROMANIA. A COMPARATIVE ANALYSIS OF MEDIA REPRESENTATIONS: SOUTH KOREA, JAPAN, CHINA

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Abstract

This study examines the Romanian media framing of the South Korean, Japan and China investments. Companies like Daewoo, Samsung, Hyundai, Huawei have made investments in Romania after 1989. If we consider the media approach to relevant “topics”, what are the representations in the media of these investments? A content analysis of a sample of Romania online media and newspapers is conducted - the search engines ziare.com and hotnews.com, covering the period from January 2013 to June 2014. Considering the “framing theory”, we are interested in our research in the actors involved, the issues covered in relation to these three Asian countries and the content in each article.

Keywords: framing theory, content analysis, South Korea, China, Japan, investment, mass-media

1. Introduction

For Romania, political and economic relations with the countries in the Asia-Pacific area (together with China, Japan and India) (according to the strategic partnership with the Republic of South Korea, Ministry of Foreign Affairs, Romania) represent strategic priorities and important partnership and economic exchanges are taking place between Romania and these countries. The relationships with the Asian countries represent a priority for Romania’s foreign policy (according to the report “Relations with Asian countries, a priority for the external politics of Romania, 2009). Romania’s membership to the EU should represent a platform for the promotion of the political, diplomatic, economic, cultural, technical, and scientific projects with the Asian countries. Yet, countries like China, Japan and South Korea are still perceived as geographically distant, as well as of no direct economic, political or cultural interest, especially in the media. The questions from which our research started are: how are the economic investments of the three major Asian investors in Romania (China, Japan and South Korea) represented in the Romanian media? Moreover, is this topic presented in the Romanian media as a public problem (see Cefai, 1996) or merely as news

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coverage? Is it contextualized information about international topics or does it regard the Romanian domestic public space? Are the economic topics related to China, Japan or South Korean investments in Romania salient in the news coverage? And if so, is there an equal interest regarding the three countries under investigation?²

2. Theoretical approach, data set and methodology

The “frame theory” approach (Bateson, 1972; Goffman, 1974) entails “selecting and highlighting some facets of events or issues, and making connections among them to promote a particular interpretation, evaluation and/or solution”. (Entman, 2004: 417). The term framing refers to the procedures used by journalists and other communicators to present the information in a manner that should match the fundamental schemes used by their audiences (Shoemaker and Reese, 1996; Scheufele, 1999). According to Pan and Kosicki (1993) there are four dimensions in news stories, where framing devices may function: syntactic, thematic, rhetorical and script structures. As evidenced in their article, contextual framing “Use[s] the circumstances in the process or event, expressed mainly as comment, column, and editorial. It presents the internal politics, social aspects, economic issues, international relations; the specific genre of articles are column, news, editorial. The themes and topics are: internal politics, social aspects, economic issues, international relations. A specific genre of articles – column, news, editorial. internal politics, social aspects, economic issues, international relations”. (Pan and Kosicki, 1993: 55-76) We formulate the hypothesis that, compared with Romanian media coverage of Japanese and Chinese investments, the main themes covered in relation to South Korea are more likely to belong to the contextual framing. Because of the large corpus resulted, we focus on the framing of South Korean investments in Romania.

Analytical corpus

The FTA between South Korea and the European Union was concluded in 2011 and our empirical research on media representations of South Korea, Japan and China starts in January 2012. Our empirical text-driven analysis represents the media coverage on online newspapers, in two news aggregation motors, www.hotnews.ro and www.ziare.com, using as key words “investments”, “China”, “Japan”, and “South Korea”. The results are presented below:

² The preliminary results of this research have been presented at the The International Conference “The Making of a Global Economic Player? Korea in Comparative Approaches”, Central European University, Budapest, Hungary, 12-14 June 2014.

Table 1. The number of articles selected for the countries under discussion on HotNews.ro. Results for the period 01.01.2012 – 01.06.2014

Country	No of articles
South Korea	46
Japan	95
China	389
TOTAL	525

Table 2. The number of articles selected for the countries under discussion on HotNews.ro. Results for the period 01.01.2012 – 01.06.2014

Country	Nr of articles
South Korea	53
Japan	221
China	611
TOTAL	885

We defined the items to be analysed in a coding sheet, as follows:

Table 3. Coding sheet, items and sub-items

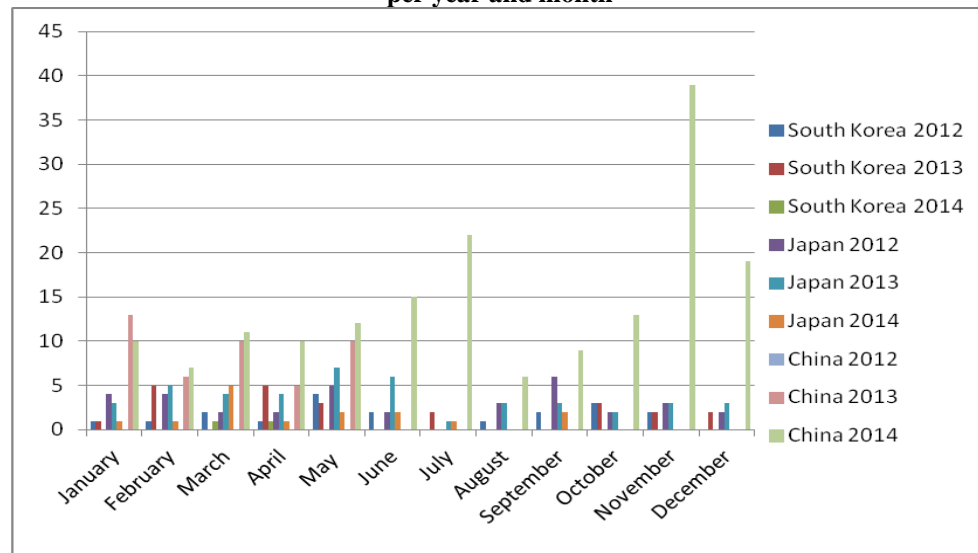
No	Coding the items and sub-items for analysis
1	Frequency of articles for the 3 countries (the publication dates of the articles / regularities).
2	Distribution of articles per columns defined within the online news aggregator HotNews.ro.
3	Journalistic genres
3.1	News
3.2	Reportage
3.3	Editorial
3.4	Column
3.5	News commentary, press review
3.6.	Guest contribution (not in the letters-to-the-editor section)
3.7	Interview
3.8	Letters-to-the-editor
3.9	Online discussion
3.10	Other
4	Article content analysis
4.1	Titles / Headlines
4.2	When and where?
4.3	Prominence: word length of the article
4.4	Sources
4.5	Actors (voices in the speech)
4.6	Dominant topic area
4.6.1	Internal politics
4.6.2	International politics
4.6.3	Economy
4.6.4	Military and defense

No	Coding the items and sub-items for analysis
4.6.5	Justice and crime
4.6.6	Culture
4.6.7	Social relations
4.6.8	Science and technology
4.6.9	Environment
4.6.10	Sport
4.6.11	Human interest
4.6.12	Accidents and disasters
4.6.13	Other

3. The results

3.1 Frequency of articles for South Korea, Japan and China: the publication dates of the articles / regularities. Source: hotnews.ro

Table 4. Articles per country (South Korea / Japan / China), per year and month

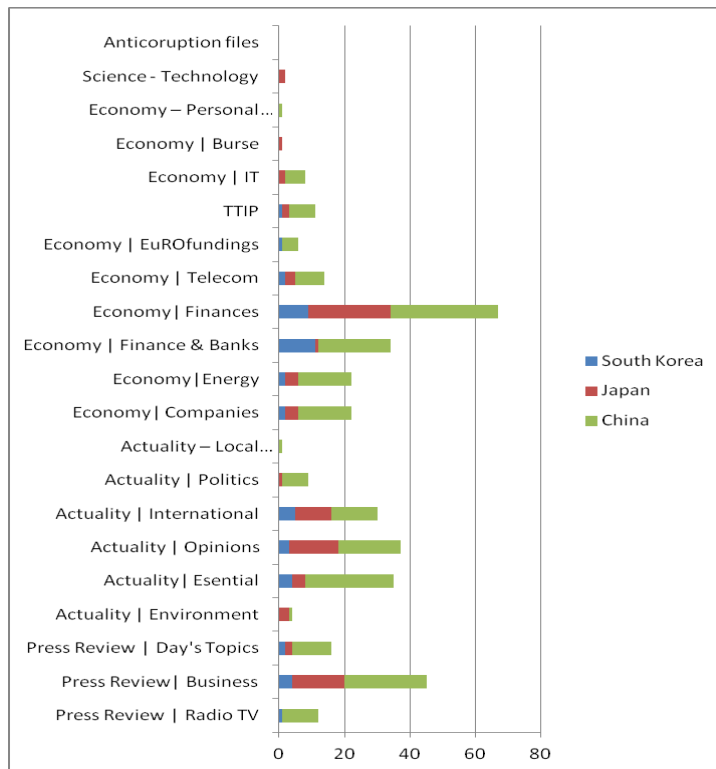


The first observation is that the coverage of the South Korean investments in Romania is less important to the Romanian media than the Japanese or Chinese ones (almost double the number of articles found for Japan, and almost 10 times more the articles regarding Chinese investments in Romania). As per month distribution, Korea has approximately one article dedicated each month, while China has much bigger visibility in the media: there are sometimes 3 or 4 articles per day (although, per month, there are 4 to 6 articles dedicated to this country).

3.2 Distribution of news dedicated to South Korea, Japan, within the online platform hotnews.ro

In terms of distribution according to the topics of interest defined by the news aggregation platform hotnews.ro, for South Korea, the largest interest was given in connection to economic topics: Economy > Energy, Economy > Finance & Banks, followed by Actuality > International. For Japan, the most important topic covered is Economy > Finance & Banks, followed by Press Review > Business, Actuality > Opinion, Actuality > International. Information about China also covers Economy > Finance & Banks, Economy > Energy, Actuality > Essential, Actuality > Opinion.

Table 5. Distribution of articles per columns defined within the online news aggregator HotNews.ro.



4. Political and economic relations with South Korea

The establishment of diplomatic relations between South Korea and Romania took place on the 30th of March 1990. At the highest level, there have been three contacts in the period 2005-2008: in October 2005 – the Romanian President visit

to Seoul, in September 2006, the Common Declaration of Friendship, Partnership and Cooperation, 2006. In 2008, the visit of the Romanian president to Seoul represented the first visit of a European country president to Korea, marking the establishment of the first strategic partnership with an Asian State, by signing the Common Declaration between Romania and Korea. A Common Plan of Action was settled, between the two Presidents, especially on the economic level. The Romanian Ministry of Foreign Affairs visit to Korea in July 2010 represented an occasion for signing The Common Plan of Action, for applying the Common Declaration regarding the Establishing of the Strategic Partnership between Romania and the Republic of Korea. The sectors concerned in this agreement are: energetic, economic exchanges and investing security.

From an economic point of view, the “EU is Korea’s largest trading partner, after China and Japan, and Korea is the EU’s eighth largest trading partner. Korea’s trade with the EU in 2011 surpassed 100 billion USD” - Korea and the EU have a Free Trade Agreement, 2007 - 2011 (Kang, 2012). According to the same author, “trade with Western European countries accounts for the majority of Korea’s trade with the EU. However, Korea has a very large trade deficit with Western Europe, while it has a large trade surplus with Eastern Europe” (id.). The signing of FTA UE- Republic of South Korea, applicable since the 1st of July 2011, means for the Romanian economy a new opening to the Korean market for agricultural and non-agricultural products, as well as in IT services.

The Republic of South Korea invested substantially in Romania, at the beginning of the transition process. At the end of 2009, the total volume of commercial exchanges of Romania with the Republic of Korea was of 677,151 million dollars, of which Romanian export: 198,911 million dollars, import of 478,24 million dollars. This defines Romania’s status as an emerging market, and the Republic of Korea as an economy in expansion, looking for new markets. The privileged sectors of cooperation are: energy, IT&C industry, electronic components & semiconductors, constructions, civil engineering, car building industry, automobiles industry, naval constructions, defense industry, agriculture, tourism; as well as culture and education. The Republic of South Korea occupies second place as a destination of Romanian exports and the third as a source of imports from the Asia-Pacific region (Economic cooperation in the development domain, Ministry of Foreign Affairs). In 2012, 158 commercial companies were developing activities in Romania, representing 0.09 % of the total number of commercial companies with foreign participation to the capital present in Romania. Since 2008, a Chamber of Commerce and Industry of Romania and the Republic of South Korea has been established in Bucharest. Since 1996, the mixed capital society Daewoo Mangalia Heavy Industries (maritime ships) is also active in Romania; in the IT industry, a “Memorandum of Agreement in IT&C between Romania and R. of South Korea” was signed on the 16th of August 2012 (according to the Asia-Pacific and Latin America Direction, November 2012). The Agreement of Cultural Cooperation between the Government of Romania and the Government of the Republic of South

Korea (1991), periodical exchange programs are established – weeks of the movie, artistic shows, and art exhibitions, book donations, etc. Also, every year, scholarships are offered for university studies. At the University of Bucharest, a chair of the Korean language was established, as a second specialization, and at the University of International Studies Hankuk in Seoul, there is a chair of Romanian language and civilization. The Hankuk University is twinned to the University of Bucharest, with the University Alexandru Ioan Cuza, Iași and the University Babeș-Bolyai in Cluj-Napoca.

5. Article Content Analysis

The method used for our research is content analysis, a quantitative and descriptive method. As Krippendorff argues, “texts acquire significance (meanings, contents, symbolic qualities, and interpretations) in the contexts of their use. A context is always someone's construction, the conceptual environment of a text, the situation in which it plays a role. In content analysis, the context explains what the analyst does with the texts”. (Krippendorff, 2004: 33)

5.1 Title analysis

The titles chosen in the news regarding South Korea are mostly explicative syntagms, as well as a quotation with the attributed source (high level Romanian political persons, specialists in Korean politics, specialists in the economy, as well as bloggers). The use of conditional optative even in the titles is interesting. In what concerns the authors of articles, if we were to consider journalists as gatekeepers, the use of journalists names (sometimes with initials, very rarely “the Editors”) is noticeable, as they are specialized in certain topics (international and Asian politics and economy) (See Annex 1). One salient topic (8 articles covering it) is that of the investors at the Cernavodă energy plant – where Chinese and South-Korean companies showed their interest as investors – covered from a negative attitude (almost the old slogan “we don’t sell our country” proffered shortly after 1989; yet, the tone of the articles changes, becoming less critical-analytical and more official, and the coverage involves always a highly visible Romanian political actor (The Prime Minister, The President of the country).

5.2 Dominant topic area

South Korea

If we consider the three dominant genres in Romanian newspapers and online (news, reportage, editorial) we notice that South Korea is framed mainly in editorials and interviews, less in the news. Yet, South Korea comes to the attention of journalists only in connection to some other topics. Lately, South Korea information has appeared rather in articles regarding negotiations about possible/future investments in Romania, meeting at high levels between Romanian

Ministers and South Korean Representatives (political or economic). The main topics covered in the articles about South Korea are: research and innovation, the agreement between the UE and the Asian countries, Korea as an example of “effervescent economy”, “a country with a developed economy”, its strategic exemplary role in the world’s economy, that we need to attract investors in Romania (emerging market). Interestingly, we have companies like Hyundai, Daewoo, or Samsung Electronics Romania, which massively invested in Romania since 1995 (www.daewoo-electronics.ro) producing cars that were quite popular and appreciated in Romania, yet the journalists still see Korea not as an economic internal player, but as a desirable investor. No news regarding the past or current investments are to be found in the corpus I chose. The voices in the speech (the actors) are visible representatives of Romanian political life (President Băsescu, Prime Minister Ponta, the present and former Ministries of Economy, Foreign Affairs, Business Environment, IT), as well as political specialists in the Korean peninsula (mainly to comment the North Korean crisis); technical specialists, economic specialists. The topics cover mostly internal issues (the international coverage is quite limited), showing a contextualization of the problem of the South Korean investments in Romania. The genres chosen (editorial, interview, reportage) are offered large spaces in the economy of the online journal; commentators largely explain and try to make a connection with the Romanian economic situation) (See Annex 1).

6. Conclusion

Our investigation of the media coverage of Asian investments in Romania focused on three countries, South Korea, China and Japan. It is clear that the Romanian news media is merely interested in the economic relationship of Romania and the information is regarded more as an international relations affair and less as connected to the Romanian public space.

The interest differs for each of the countries; the greatest number of articles is dedicated to China, followed by Japan, then South Korea. As our research focus was on South Korea, it revealed that, although investments have been made in Romania (Hyundai, Daewoo, Samsung Electronics), Korea is rather represented as an investor to be attracted to the Romanian market, not as an internal economic agent.

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Annex 1

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
1	Studiu Roland Berger despre piata energiei nucleare: Capacitatea instalata la nivel global ar putea creste cu 26% pana in 203, CP, 5 mai 2014	Economie >Energie	Descriptive-explicative syntagm / optative	News, comment, press review	Innovation (with India, US) Collateral – not regarding investments in Romania – connection to China, Russia, Japan.	-
2	Business report: Cat costa acum cele mai ieftine locuinte din Bucuresti; Carburantii - fondul problemei: de ce Romania intrece Germania la pret; S-a lansat primul canal 4K prin cablu, Mircea Barzoi, 24 Aprilie 2014	Revista Presei >Business	Enumerative syntagm	Reportage	Technical innovation (UMAX, 4D)	Technical specialist.
3	« Raport al Comisiei Europene: Romania se afla printre cele mai slabe tari din Uniunea Europeana la cercetare si inovare - Topul statelor UE in materie de inovare », Raluca Pantazi, 04 Martie 2014	Actualitate>Esențial	Descriptive-explicative syntagm / enumeration	Editorial	Innovation – connection to China, Japan, India – comparison to UE (as international player)	Minister.
4	“Cine este Ignacio Garcia Bercero, seful negociatorilor UE pentru cel mai mare acord regional de comert liber din istorie”, C. I., 03 Decembrie 2013	TTIP	Interrogative sentence	Editorial	International negotiation – agreement UE - Asia	Ignacio Garcia Bercero, the chief of the negotiator EU
5	« Ce cauta trei romani la capatul lumii. Prima companie cu capital romanesc din Myanmar”, Redactia, 02 Decembrie 2013	Actualitate > Opinii	Assertive-enunciative sentence	Reportage	As an example of “effervescent economy”	Romanian investors abroad
6	“Subiectele Zilei: Regina spagilor din Justitie. Imperiul imobiliar ridicat din mita lui Dinel Staicu; Romania a obtinut doar un sfert din fondurile europene atrase de Polonia; Loteria II,	Revista Presei > Subiectele Zilei	Enumerative / Assertive-enunciative sentence	Press review	European funding	-

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
	procesul fara de sfarsit; Cat de bine cunosc americanii Europa? », Mircea Barzoi, 28 Noiembrie 2013					
7	« TOP CE Volkswagen, cel mai mare investitor privat in cercetare-dezvoltare, la nivel mondial. Premiera pentru o companie din UE », C. Z., 18 noiembrie 2013	Economie > Companii	Assertive–enunciative sentence	Editorial	Investing in R&D, second place Samsung	-
8	« Europa si Statele Unite astazi: iesirea din ipocrizie », Valentin Naumescu, 29 Octombrie 2013	Actualitate > Opinii	Assertive–enunciative sentence, no predicate	Editorial	Korea as developed economy, its strategic, exemplary role in world economy.	-
9	« Economist american: Romania poate atrage investitori, dar nu este de ajuns doar statutul de membru UE », I. C., 25 Octombrie 2013	Actualitate>Esențial	Quotation with source: / assertive–enunciative sentence / negative form sentence	Interview	Attracting Asian Investments/	-
10	“Economistul american Joseph Quinlan: Femeile sunt viitorul in tehnologie. Plus trei moduri in care pot fi atrase investitii straine in Romania”, Claudiu Zamfir, 25 Octombrie 2013	Actualitate >Esențial	Quotation with source: / assertive–enunciative sentence	Interview	Promoting South Korean investment in Romania – automobile mostly. Recommendation.	The American economist Joseph Quinlan
11	VIDEO Program national de investitii: Victor Ponta: Vreau sa avansam in deblocarea proiectului de la Rosia Montana / Redeventele la gazele din Marea Neagra si gazele de sist vor fi diferite fata de cele din Gorj, Claudia Pirvoiu, 11 Iulie 2013	Economie > Companii	Quotation with attributed source / assertive–enunciative sentence / assertive–enunciative sentence (future time)	Editorial	Auction for Navodari energy plant (controversies around the foreign investors, among which China and South Korea).	The Romanian Prime Minister, Victor Ponta
12	« Cum incearca o companie chineza sa preia proiectul Reactoarelor 3 si 4 de la Cernavoda », Claudia Pirvoiu, 03 Iulie 2013	Economie Energie	Descriptive – explicative sentence	Editorial	Nuclearelectrica – investing in the energy industry.	Former Romanian Premier Minister (Emil Boc), former Romanian

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
						Ministry of Economy, Lucian Bode, actual Prime Minister Victor Ponta.
13	« Varujan Vosganian: Reducerea consumului de energie ar putea sa puna sub semnul incertitudinii lansarea unor noi reactoare nucleare », Claudia Pirvoiu, 15 Mai 2013	Economie > Energie	Quotation with attributed source / conditional sentence	Interview	Investing in Cernavoda nuclear energy plant (the South Korean consortium Korea Nuclear) and a Chinese company Nuclear Power Engineering.	Former Ministry Varujan Vosganian
14	« VIDEO INTERVIU Cercetator american despre gazele de sist: Europa pierde teren fata de SUA in industrie din cauza costurilor mari la energie / Cele mai multe probleme in exploatarea gazelor de sist sint scurgerile la suprafata », Cristian Pantazi, 14 Mai 2013	Economie > Energie	Quotation with attributed source / assertive–enunciative sentence	Interview	Doing business in South-Eastern Asia; interest for investing in energy industry.	American researcher.
15	« Citu: Singura reglementare care functioneaza: frica de faliment », DP, 07 Mai 2013	Economie > Finante & Bănci	Quotation with attributed source / assertive–enunciative sentence	Interview	Economic topics.	Minister Citu.
16	Dan Sova: Romania cere Comisiei Europene ca proiectele de infrastructura finantate prin Banca Mondiala, BEI si BERD sa nu fie incluse in calculul deficitului bugetar, Red. Economic, 19 Aprilie 2013	Economie > Finante	Quotation with attributed source / descriptive sentence	Interview	South Korean and China foreign investors.	Minister Sova
17	Scaderea pretului aurului a redus cu 560 mld. dolari valoarea rezervelor bancilor centrale si FMI, V. M., 18 Aprilie 2013	Economie > Finante	Assertive–enunciative sentence	News	External news regarding the Bank of Korea.	
18	VIDEO Traian Basescu, la Digi24: Eu sunt optimist pentru Romania. Tara e in regula, nu avem	Revista Presei Radio TV	Quotation with source: assertive–enunciative	Interview.	CrisisNorth Korea – South Korea (international politics)	Romanian President Traian Basescu.

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
	motive de ingrijorare, Hotnews.ro, 11 Aprilie 2013		sentence			
19	INTERVIU VIDEO Constantin Nita: La companiile de distributie sunt unele profituri ascunse. Am de gand sa umblu foarte serios la toate tarifele/Avem un surogat de bursa, Claudia Pirvoiu, 09 Aprilie 2013	Economie Energie	Quotation with attributed source / descriptive sentence / intentional / assertive enunciative sentence	Interview	Investment in Navodari energy plant.	Minister C. Nita.
20	« Cat de serioasa este situatia in Peninsula Coreea? », Grigore Scarlatoiu, 03 Aprilie 2013	<u>Actualitate</u> <u>Internațional</u>	Interogative sentence	Editorial	The crisis North Korea (12 Feb. 2013).	The specialist in North Korean problems, Grigore Scarlatoiu.
21	« Luca D'Agnesse, Enel Romania: Nu este clar daca proiectul rectoarelor 3 si 4 de la Cernavoda va continua », Claudia Pirvoiu, 27 Februarie 2013	Economie Energie	Quotation with attributed source / negative form sentence	Interview	Investing in Cernavoda nuclear plant.	The Director of ENEL Romania
22	« Ce inseamna un razboi valutar », Aura Socol, 22 Februarie 2013	Economie Finanțe & Bănci	Assertive explicative sentence		Main players : Banca Centrala a Japoniei, Rezerva Federala americana, Banca Centrala Europeana si Banca Angliei	
23	« Grigore Scarlatoiu, expert in Coreea de Nord: Testul nuclear ridica stacheta in incercarile de a negocia cu Phenianul, de a-l izola sau de a precipita prabusirea regimului Kim », Adrian Novac, 15 Februarie 2013	Actualitate Internațional	Quotation with attributed source / assertive – explicative sentence	Interview	The nuclear crisis in North Korea.	The specialist in North Korea (human rights and politics), Grigore Scarlatoiu.
24	Ministerul Economiei: Proiectul Unitatilor 3 si 4 de la Cernavoda este profitabil si competitiv pe termen lung, Claudia Pirvoiu, 06 Februarie 2013	Economie Energie	Quotation with attributed source / assertive explicative sentence	Interview	The Cernavoda nuclear plant	The Ministry of Economy.

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
25	Subiectele Zilei: Cine este industriasiul roman care sparge gheata in America Latina; Buget 2013: bani pentru biserici si o spaga electorala; Coreea de Nord a instituit legea martiala. Liderul de la Phenian cere soldatilor sa fie pregatiti de razboi; Cum a murit generalul Dragalina, Mircea Barzoi, 01 Februarie 2013	Revista Presei Subiectele Zilei	Descriptive sentence	Press review	The South Korean crisis. Source: Adevarul.	The specialist in North Korea (human rights and politics), Grigore Scarlatoiu.
26	Studiu PwC: Majoritatea directorilor generali se asteapta ca economia globala sa stagneze in 2013, DP, 23 Ianuarie 2013	Economie Finanțe & Bănci	Quotation with attributed source/descriptive	Editorial	International economy	Study
27	Guvernul a aprobat un memorandum care permite statului sa devina actionar 100% la compania de proiect de la reactoarele 3 si 4, Claudia Pirvoiu, 14 Noiembrie 2012	Economie Energie	Assertive-informative sentence	News	The Cernavoda nuclear plant.	Romanian Government.
28	Ponta: Guvernul este dispus ca cedeze actiunile majoritare la Grupurile 3 si 4 de la Cernavoda unui investitor care sa asigure finantarea/ Investitiile straine directe in 2012, mai mici sau egale cu cele din 2011. Situatia nu e roza, Corina Ionel, 10 Noiembrie 2012	Economie Energie	Quotation with attributed source / Descriptive / Negative form sentence	Interview	Investing in Cernavoda nuclear plant.	The Romanian Prime Minister.
29	Raport Ernst&Young: Ritmul de crestere in pietele emergente incetineste dar se asteapta o revenire accelerata incepand cu 2013, DP, 25 Octombrie 2012	Economie Finanțe & Bănci	Quotation with attributed source / Descriptive (yet)	Editorial.	South Korea as an economically developed country.	Economic Report
30	Structura exporturilor romanesti confirma tendinta de crestere a livrarilor catre tari terte, mai putin afectate de criza, DP, 12 Octombrie 2012	Economie Finanțe & Bănci	Descriptive	Editorial	South Korea – export growth (85,8%).	

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
31	Business report: Cum au ajuns nemtii si englezii sa fie capsunari la arabi; COSTUL MUSAMALIZARII: Cat platesc anual americanii pentru a-si pastra secretele intacte; SOCAR, din nou interesata de Oltchim; Expert in fiscalitate: Cresterea TVA si taierea salariilor, evitate daca TVA se colecta la nivelul din Bulgaria, Narcis Anton, 12 Octombrie 2012	Revista Presei Business	Enumerative / descriptive	Column	The lowering of prices for electronic devices - by China and South Korea. Source: money.ro	
32	Raport OCDE: Criza a afectat puternic cheltuielile intreprinderilor cu cercetarea si dezvoltarea, ceea ce ar putea duce la un declin al inovarii si cresterii economice pe termen lung, George Stefan, 13 Septembrie 2012	Economie Finanțe & Bănci	Quoted source / assertive informative sentence	Editorial	Report on Research & Development.	Report "OECD Science, Technology and Industry Outlook"
33	Global Finance: Cine sunt cei mai buni si cei mai slabi guvernatori de banci centrale din lume, George Stefan, 04 Septembrie 2012	Economie Finanțe & Bănci	Quoted source / interrogative sentence	Editorial	The South Korean economy – the fourth biggest economy in Asia, since 2010.	The President of South Korean Bank.
34	UPDATE Ministerele Comunicatiilor din Romania si din Moldova au semnat memorandum-uri de intelegere cu oficialii Republicii Coreea de Sud/Moldovenii s-au ales si cu un centru de informare de 200.000 de dolari, Adrian Vasilache, 16 August 2012	Economie Telecom	Descriptive	Editorial	Signing of an Agreement on the 15th of august, in the domain of communication, in Romania and the Moldova Republic – with a South Korean high level (IT)	Dan Nica, Minister of Communication in Romania – meeting with a delegation of the Ministry of Public Administration and Security in South Korea (Pil-Eon SEO).
35	Business Report: Daca ar putea, chinezii ar cumpara cu totul bucatata aceasta din Europa; Ce ascunde Hidroelectrica?; Care sunt tarile care aloca cei mai multi bani pentru cercetare. Cum sta Romania la acest capitol?;	Revista Presei Business	Quoted source / conditional – optative sentence	Press Review	South Korea (as US) more investment in research ((1,09% din PIB). Source: Capital .	

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	Daniel Constantin: Sistemul de irigații, din fonduri structurale, prima prioritate a MADR – interviu, Cristina Brucker, 19 Iunie 2012					
36	La Seul, angajații primăriei sunt invitați să vină la birou în pantaloni scurți, R. M., 05 Iunie 2012	Actualitate Internațional	Descriptive enunciation	News	Mayor Hall Employees can come to work in informal clothes. Source: AFP.	Mayor of Seoul.
37	AUDIO Jurnalul Economic RFI - HotNews.ro: Bloomberg: Bancile europene nu sunt pregătite pentru o ieșire a Greciei din zona euro, Alina Neagu, 24 Mai 2012	Economie Finanțe & Bănci	Quoted source / negative predicate sentence	Editorial	Lucian Isar's visit to South Korea to meet Jaedoo Moon, The Adjunct Minister for International Business, at the Ministry of Economy and Knowledge of the Republic of South Korea.	Lucian Isar, the Minister for the Business Environment / The Government.
38	Coreenii de la Hyosung Corporation vor construi în România o fabrică de componente anvelope și airbaguri. Investiția se ridică la circa 150 milioane USD, DP, 23 Mai 2012	Economie Finanțe & Bănci	Informative – future tense	Reportage	The South Korean Company Hyosung Corporation to invest 150 million USD to build in Romania a plant of tyre components and car airbags.	Lucian Isar, the Minister for the Business Environment / The Government. / Ministry of Economy
39	Omul nou nord coreean este mai scund cu 10 centimetri decât cel sud coreean. Cum se explică inflația alimentelor, Emil Stoica, 22 Mai 2012	Actualitate Opinii	Assertive / interrogative (blog source)	Online discussion (blog)	South Korea as connected to Global economy (sursa datelor). www.emilstoica.ro	Blogger Emil Stoica.
40	China, Japonia și Coreea de Sud vor să creeze o zonă de comerț liber, V. M., 14 Mai 2012	Actualitate Internațional		Editorial	Negotiation for establishing a free trade zone – Beijing Summit. Source: AFP. North-Eastern Asia as the most dynamic region in the world, from an economic point of view.	Declaration of the Wen Jiabao, the Chinese Prime Minister / Declaration from the South Korean President Lee Myung-Bak.
41	AUDIO Jurnalul Economic RFI - HotNews.ro: Leonard Orban: Accesul la băni	Economie EuROfonduri		Interview	North Korea: luxury cars and malnutrition. Source: AFP.	Leonard Orban, Minister

No	Title of the article, author, date	Column	Type of enunciation	Genre	Topics	Voices in the speech
	europeni va fi mult mai greu, conditiile vor fi mult mai dure, Raluca Pantazi, 27 Aprilie 2012					
42	Business Report: De ce risca romanii amenzi de 400 milioane de euro si cum le pot evita; Mirajul profiturilor usoare: "Urmarii dunga si castigati"; Topul celor mai mari mine de aur din lume; China a avut, in februarie, un deficit comercial record; Prea tarziu pentru repatrierea aurului Romaniei ?, Mircea Barzoi, 12 Martie 2012	Revista Presei Business	Quoted attributed source /descriptive	Press review	Kia K9, the new admiral vessel and the new Kia cars, Source 24auto.ro. »	
43	Interviu VIDEO Ministrul Economiei: Sunt trei variante pentru reactoarele 3 si 4- prelungirea procesului de atragere a investitorilor, dar cu alte conditii, reluarea procedurii sau renuntarea la proiect/ Contractele cu baietii destepti-In alte runde, negocierile au vizat doar pretul, ceea ce e o greseala, Claudia Pirvoiu, 05 Martie 2012	Economie Energie	Quoted attributed source /descriptive	Interview	The Cernavoda Nuclear Plant.	The Ministry of Economy.
44	Grigore Scarlatou, specialist in Peninsula Coreeana: Anuntul Coreei de Nord este un fapt pozitiv, insa e greu de crezut ca Phenianul isi va abandona capacitatile nucleare, Adrian Novac, 29 Februarie 2012	Actualitate Internațional	Quoted attributed source / descriptive (yet...)	Column	North Korean crisis.	Catalin Scarlatescu, a specialist in North Korean politics and Human Rights.
45	ExxonMobil si Petrom au inceput explorarea la mare adancime in Marea Neagra, Claudia Pirvoiu, 09 Ianuarie 2012	Economie Energie	Descriptive	News	Deepwater Champion, built in South Korea. Technological innovation.	Technical specialist