



FEATURES OF THE JOURNALISTIC / MEDIA / PRESS DISCOURSE IN AGRICULTURE

Iasmina IOSIM¹, Anka PASCARIU¹, Diana MARIN¹, Cosmin SĂLĂȘAN¹, Andreea DRĂGOESCU², Carmen DUMITRESCU¹

¹ University of Life Sciences "King Mihai I" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania

² University of Life Sciences "King Mihai I" from Timisoara, Faculty of Agriculture, Timisoara, Romania

Corresponding author: carmendumitrescu@usvt.ro

Abstract: *This paper presents the features of the journalistic / media / press discourse according to English, French and Romanian experts in discourse theory. The authors provide the definition of the term and the two main types of journalistic discourse (interview and reportage), identify what a journalistic discourse can do: act on, assign, be, build, define, ensure, have, include, level, turn, or use, and point to both positive and negative functions of this type of discourse.*

Journalistic discourse ("a communicative act of particular linguistic phenomenon that requires some special norms and reflects on social, cultural, political, ideological aspects" – Chaal, 2019) has become, since the 1970s, an object of study for political science, sociology, and sociopolitics.

• Material and methods

The materials used in this paper consist in articles on journalistic discourse from three different cultural areas: United Kingdom, France, and Romania. The method used in this paper is content analysis.

• Results and discussions

The journalistic discourse can assign certain functions to the actors of an event who make the news of the media. It can be a social fact that generates cultural, economic, political, scientific, etc. power relations with other social domains and with other actors, whose effects (dominance / submission, dependence / autonomy) allow the political role of journalism to be situated in relation to a hierarchical social system

• Conclusions

- Journalistic / media / press discourse has both positive and negative functions, as well as an intermediate function – positive / negative:
- Positive function: having its own internal logic the only function that cannot be both positive and/or negative;
- Positive / negative: acting on the social structure; assigning certain functions to the actors of an event who make the news of the media; being innovative; being metajournalistic; being politically-oriented; being polyphonic, building a normative-prescriptive type of information; defining national categories; ensuring the interference and the merging of two discursive types; generating cultural, economic, political, scientific, etc. power relations