# A STANDARD MASS MEDIA IMAGE ANALYSIS

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**Abstract**

This research aims to clarify the joints and structure of a standard media image analysis. It is argued a) that the image is a symbolic footprint; b) that the subject of the image is a person, an organization (group, enterprise, people, nation), institution or product, and c) that the image appears, is being built, deconstructed and can be shed from communication processes. The steps of a standard media image analysis and the information tiles that are used within it are specified. Finally, a case study illustrates practically how such an analysis is carried out.

**Keywords:** image, Imagology, communication, standard media image analysis

## 1. Image and communication

The image is a symbolic representation of reality. First of all, the image is a fundamental element of the psyche; in it, the image consists of a representation of concrete or abstract components of reality. In the functioning

of the psyche, the image is the core of reasoning. All psychological operations and procedures are based on image management. Opinions, beliefs, views are structured constructs around images. Any real or fictional object is built from images. We would say that our psychic world is an image and that images take place in the real world. Images are schematic representations of reality. Note that images make up the nucleus of the psyche, we must point out that implicitly all sciences which, in whole or in part, have the human psyche to study, will have to examine the functioning of the processes, procedures and techniques of working with images. Above all, psychic and imaging as representations (Dyer, 2013) deals with psychology, general psychology, social psychology. P. Popescu-Neveanu (1978, p. 337) shows: the image is a "figurative pattern resulting from both perception and intellectual actions". Relatedly, sciences dealing with man and society pay attention to social representations: sociology, sociology of culture, sociology of communication, anthropology, genealogy anthropology, anthropology of culture, media anthropology. Of course psychoanalysis or psychiatry is also here. The sciences that have as object of study the man in different hypostases, such as sociology of organizations, management, deal with both individual images and social images, images of organizations, images of institutions (Iacob, Rădulescu & Loredana, 2016) with a higher degree of complexity.

The world, states, organizations, institutions, groups are led by people. These people have a social image in the sense that the leaders have a representation about it. The image is symbolic, but it is not purely fictional. It is articulated in acts, deeds, actions, events, opinions and beliefs voluntarily or involuntarily induced by the person entering the office or the status of a star. Generally, people are not indifferent to the image they have about them; as such, they want an image and are in charge of having and/or presenting a particular image. Some are more concerned with the impression they make on

others than with the positive reality of their acts and deeds. Some focus more on the desirable image than on the joints of their actual behavior. In other words, every man deals with his own image, manages his image. Public figures, politicians in particular, pay special attention to images. We would say that politics is done with the image. In turn, organizations have a desirable image and allocate human resources and material resources for creating, developing, consolidating, and preserving the image (Hosseini, Zavadskas, Xia, Chileshe & Mills, 2017).

What organizations produce is impregnated by the image of the organization. A student who graduated from a university with a poorly prestigious, prestigious image will first be ranked according to the resonance of the school's graduate image and only then in terms of strictly personal qualities.

The image has grown historically and axiologically, even has a legal profile and is defended by law (Negrea, 2015; Voinea, 2015; Ungureanu & Munteanu, 2016; Unguru & Sandu, 2018). The image is a fingerprint that people around you, the public, the society. Imagine not only people but also products. The good image of people, institutions (Joly, 1998; Iorgoveanu & Corbu, 2012; Shi & Zhang, 2017), of the products is not free; it is money, time, intellectual energy. All these resources are allotted to communicate, transmit certain acts or deeds to sketch, build an image. We can see, therefore, that the public image, the social image, the image of the product are actually communication problems. It can be said, therefore, that the image is edified, builds itself in communication processes.

It was attempted to impose an Image theory (Beach, 1990) or Imagology (Dyserink, 1986; Leerssen, 2007) as an image science as a study of the representations that communities, nations, peoples build on themselves or other communities, nations, or that "Imagology in general and historical imagology in particular are today one of the most important topics of a certain research in the

field of history, sociology, psychology, social psychology, anthropology, ethnography, literature, etc." (Chiciudean & Halic, 2003, p. 7).

The joints of a valid concept of image are formulated by O. V. Busu (2013, p. 22): "a) consists of symbolic elements and material elements; b) establishes the boundary between perception and expectation horizon; c) generates trends, attitudes and preferences ".

People can live and do not necessarily invest in the image. Instead, organizations (especially large organizations and firms) cannot be effective and end up bankrupt if they do not invest in creating, affirming, sustaining, promoting and permanently editing an image.

## 2. Image analysis

All communication processes irradiate, generates image inductions. Whoever communicates builds through the communication process an image and builds in parallel a jamgien of the communication partner. It may be said axiomatically that there is no communication without image and that there is no image without communication. The image is not simple and innocent, involuntary to the processes of communication (Stasiulis, 2018). The image is formed, configures, finalizes and develops in communication processes. The image is not stored, it is direct, it is fluent, it is variable. The image is visible in communication. Any image has an object. Image analysis is rarely suited for the characteristics of the image itself: for its gravity, its relevance for novelty or impact. In most cases, image analysis is done to take out implicit views, attitudes, sights / rejections of the image object.

Essentially, image analysis is an image assessment; evaluation may be external or internal. Image analysis investigates in most cases the reflection of the concrete object of the image (person, institution, product) and not the image itself. Reflection of the actual image object deals with external image analyzes.

The image analysis itself deals mainly with the imaging and communication components of the institutions. As an exception, image analysis itself can handle customized and customized entities for image creation and promotion. These image analyzes reveal what image to be induced. To take the image induced by the organization (or person), the messages transmitted, provided, promoted by it should be analyzed. When the object of the analysis is what information is being circulated about and in connection with the image induced by the organization, then the obtained image will represent the reflected image. The image that messages other than those injected by the image entrant are named is the broadcast image name.

In relation to the image information provider, the evaluations can be the analysis of the induced information (Li et al., 2019), the analysis of the reflected information and the analysis of the broadcast information (Chernov & McCombs, 2019).

In the opinion of B. A. Halic and I. Chiciudean (2004), the determining factors for an image analysis are: the character of the analyzed image; image type analyzed; the object of the analysis; the time segment on which the analysis is being developed; channel of communication analyzed; the degree of complexity of the analysis.

The most common type of image analysis is standard image analysis. It can target an organization, a personality, or a product. In it, information is taken on the entity whose image is assessed by B. A. Halic and I. Chiciudean (2004) and media operators taken into account: information on internal organizational events, information on the activities of the media organization, information on the total media coverage of the media surveyed , weighted and primary binary image profiles, information about the reference media operator, information about the resulting image character, impact information, and the weight of each media player taken into account.

**3. Case study: The standard image analysis of the media coverage of the activity of the National Customs Authority in the period 01-30.09.2005**

(To illustrate the standardized mode of reflection of the image reflected in the media, an organization of interest to citizens was taken as an object of investigation. It was chosen a long period of time so that there was no suspicion that a person or a party would be targeted, media operators and an interesting month in the organization's existence.)

3.1. Preliminary steps for developing standard image analysis:

- establishing the object of analysis, the social entity subject to observation (in this case the National Customs Authority) and the time frame analyzed (period 01-30.09.2005);

- establishing indicators and eventually image sub-indices specific to the object of the analysis (the latter may also be revealed by the content of the materials) (Coman, Rezeanu, Mihalte & Kiss, 2018); we consider as image indicators specific to the analyzed institution: the effectiveness of the institution; Managerial competence (professionalism, experience, fairness, morality, crisis management capability, transparency of decision making under the law), competence and skills of the personnel (appropriate professional qualification level, fairness, professional experience, professionalism in exercising the duties);

- to determine the sources on which audience analysis will be performed for radio and television stations and the number of exellents sold for publications.

Subsequently, we proceeded to select the existing information in the databases (Frunză, 2017; Frunză, Grad, Frunză & Grad, 2019) - the result of the

materials to be analyzed - and to elaborate the actual case study, structured on the following elements:

- mention of the monitored media institutions for the elaboration of the image analysis;

- presenting the main media events related to the object of the analysis;

- interpreting image profiles;

- reflecting the attitudes of media institutions and the weight of references to

- the subject matter of their analysis;

- issuing conclusions and proposals.


3.2. Content of the analysis

For the analysis of the National Customs Authority's image, in September 2005, the following 29 central market sources were selected: "Freedom", "National Journal", "Evenimentul zilei", "Gândul", "Adevărul" , "Ziarul", "7 plus", "România liberă", "Ziarul financiar", "Curierul naţional", "Cotidianul", TVR 1, TVR 2, Pro TV, Antena 1, B1 TV, Prima TV, Realitatea TV, National TV, Mirror TV, Radio Romania News, BBC, Deutsche Welle", "Radio France Internationale "," Europa FM ", radio" Total "," Mix FM ".

Given their high impact on public opinion, we appreciate that their choice is significant for the work.

The analysis revealed a low media coverage trend (only 30 materials in the analyzed range, on the selected sources), as well as the preponderance of the negative materials against the positive ones (22 negative and 8 positive).

Most of the negative material about the activity of the National Customs Authority reflects statements of the Romanian officials and is subsumed to the image sub-indictee "fairness", referring to the corruption in the customs.

The notoriety of the promoters and the potential impact of the subject (corruption in the state structures) ensured that a significant part of the mass media with the audience took over the opinions.

Thus, 11 of the total of 22 items contain statements by: President Traian Băsescu ("Europe FM"), Head of the National Agency for Fiscal Administration, Sebastian Bodu ("Realitatea TV", "Europa FM"), Justice Minister Monica Macovei (" Mix FM "), Prime Minister Călin Popescu Tăriceanu (" TVR 1 "), President of the Political Investigation Group, Mugur Ciuvică (" Evenimentul zilei "," Adevărul "," Cotidianul ").

Similar opinions have been issued by the former Finance Minister, Ionuț Popescu, who, following his change of office, has been the author of several media events (press releases, interviews) at "Realitatea TV", "Europa FM" and "Cotidianul ".

The other negative materials include comments from the media, reports of concrete situations or takeovers from the foreign press.

The number of statements of officials contained in positive items is well below those of negative material. In this respect, the Director of the National Customs Authority, Gelu Ştefan Diaconu ("TVR 1"), whose intervention contains the sub-indicators of image "the efficiency of the institution" (linking the logistics to the one in the community space) and "the competence of the management" (applying a consistent staffing policy).

The distribution of references on image indicators and sub-indicators, by sources and positive / negative values, is represented as a table and graph as follows:

References: 22, of which:

| Image indicator | Image sub-indicators |
|---|---|
| Employee Competence and Abilities (19) | Correctness (involvement in corruption acts): 16 of which "TVR 1" - 1, "Pro IV" - 1, "Realitatea TV" - |

| | |
|---|---|
| | 3, radio "BBC" - 1, "Radio France Internationale" "Europa FM" - 1, "Mi x FM" - 1, "Evenimentul zilei" - 2, "Gândul" - 3, "Adevărul" - 1, "Cotidianul" - 1. |
| Professionalism | Professionalism (the impossibility of intercepting smuggled goods): 3, of which "National TV" - 1, "Mirror TV" - 1, radio "BBC" - 1. |
| Competence of the management staff (3) | Morality / Correctness (Influence Trafficking, Involvement in Corruption: 3, of which "Realitatea TV" - 1, "Adevărul" - 1, 2 Cotidianul - 1. |

Positive references: 8, of which:

| Image indicator | Image sub-indicators |
|---|---|
| Efficiency of the institution (4) | Applying anti-corruption measures: 1 - "România liberă" Reducing bureaucracy - 1 - "TVR1" Connecting to the European standards in the field of logistics: 2, of which "TVR 1" - 1, "Jurnalul național" - 1 |
| Competence of the management staff (3) | Ensuring a correct personnel policy (announcing the promulgation of the new customs regulation after which staff salaries will be set) "TVR 1" |
| Employee Competence and Abilities (19) | Professionalism (capture of smuggled goods): "Pro TV" - 1, "Day Event" - 1, "National Courier" - 1. |

Distribution of positive and negative values:

    - positive - 27%

- negative - 73%.

For the sake of simplicity, only the primary dichotomic image profile, which is constructed by calculating the weight of the positive / negative values in the total of references for each subindex indicator, was taken into account. Its graphic representation is as follows:

All materials containing the "Institution Efficiency" indicator (4) express positive values (1000/0).

Efficiency of the institution

- negative 0%

- positive 100%.

Of all the materials containing the "Competence of the management staff " indicator (4), 1 is positive (25%) and 3 is negative (75%).

Competence of the management staff

- positive - 25%

- negative - 75%.

Of all the materials containing the " Employee Competence and Abilities (19)" indicator (22), 3 contain positive (14%) and negative (86%) indicators.

Employee Competence and Abilities

- positive 14%

- negative 86%.


## 4. Conclusion

The case study shows the interest of the mass media for certain sub-indices, as well as the existence of risk factors and image vulnerabilities centered on the competence of the management and the competence, the skills of the personnel (the "correctness" subindex), where the highest weight is represented by the negative values .

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