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# Editors' Introduction

Despite its clear focus on the Central and Eastern European region, *Central European Journal of Communication* (CEJC) has been a very diverse journal not just in terms of the geographical composition of its authors, but also in terms of methodologies and topics. With this, the journal chose to follow the path of internationalization and inclusion, not the seclusion policy. Moreover, it presents itself as an international, not a local journal, while located at the CEE region. In the last ten years, CEJC published papers by authors from almost 30 different countries. There is a broad set of research methodologies, theories, and approaches represented in the journal. This present issue offers a clear impression of this diversity as it contains papers from three different world regions, including both Eastern and Western Europe and Asia.

The seven original articles published in CEJC 2021 Fall issue offers a vast variety of topics and a broad range of perspectives and angles. Moreover, there is a great diversity in countries where the authors of this issue live and work, e.g. Romania, Italy, Spain, Russia, Hungary, and Hong Kong. Although the spectrum of topics and perspectives presented in the issue is comprehensive, they all address important scholarly issues and phenomena related to political communication, journalism, and the role of traditional and online media in citizens' everyday life.

Rosella Rega from the University of Siena (Italy) investigates media organizations' strategies to adapt to the new media ecology in which Twitter is renewing traditional news-production routines. In her study on journalistic uses of Twitter she identifies two main strategies: a traditional approach aimed at one-way news dissemination and a journalistic model that recasts the relationship with the audience and uses Twitter as a community building tool. A comparative analysis of Twitter uses by newspapers in 31 countries revealed that the ability to manage the structural elements of the platform is widespread among media organizations. Concurrently, the relational strategy, i.e. the investment in community-building, although less widespread, is present in many countries and increases user involvement.

Journalism is also at the center of a study by Victor Tuzov (City University of Hong Kong). This study is devoted to analysing the Russian media coverage of the trade war between China and the USA based on content analysis and the implication of structural differences existing in the current Russian media system into war and peace journalism paradigms. In his paper, Tuzov provides empirical data and examines factors behind such differences between media

coverage. Findings his study revealed that the type of media influences the dominant media frame: while the federal and traditional media outlets refer mainly to peace journalism type, the commercial and especially the new media outlets lean more towards the war frame of journalism.

Raluca Buturoiu, Georgiana Udrea, Alexandru Cristian Dumitrache, and Nicoleta Corbu from the National University of Political Studies and Public Administration in Bucharest (Romania) examine how exposure to conspiracy narratives versus information that counter these narratives influence people's willingness to get vaccinated. The research showed that exposure to factual information related to COVID-19 vaccines meant to debunk conspiracy theories leads to a higher willingness to vaccinate. Also, Buturoiu and her colleagues' study revealed young, educated Romanians' perception of how different categories of 'others' are influenced by conspiracy theories on this topic, and, therefore, more prone to exhibit hesitancy towards COVID-19 vaccination.

The pandemic circumstances also inspired a study conducted by a team of Russian scholars from Lomonosov Moscow State University: Olga V. Smirnova, Alexandre P. Lobodanov, Galina V. Denissova, Anna A. Gladkova, Olga V. Sapunova, and Anastasia L. Svitich. Their paper explores COVID-19 related Internet memes and treats them as samples of creolized text in a study of how ethnic and cultural peculiarities of memes are perceived by representatives of two radically different cultural paradigms: the Russians and Chinese. The study showed that the social and culture-specific components mostly contribute to forming the opinion of the meme and its appreciation.

Delia Cristina Balaban, Mihnea S. Stoica, Iulia Medveschi, and Orsolya Hanna Vincze from the Babeş-Bolyai University Cluj-Napoca (Romania) investigates the populist elements of political discourses articulating the subject of "corruption" in the context of the attempts to change the anti-corruption legislation by the Romanian government in 2017–2018. Based on an extensive content analysis of traditional media and social media, authors were able to identify elements of populist political communication both in the content and the style of corruption-discourses and reflect the polarization of the Romanian media system.

In her paper, Indira Dupuis from the Free University Berlin (Germany) aims at contributing to the discussion of the role of the mass media system in political transformation. For this purpose, Dupuis examines Hungarian media coverage of the 1956 uprising between June 1956 and July 1959. The study results clearly show that Hungary's leading print media, *Népszabadság* and *Magyar Nemzet*, despite being still controlled by the government at that time, acted as professional mediators and had a systemic stabilizing effect on Hungarian society in this conflict.

Rebeca Suárez-Álvarez, Antonio García-Jiménez, Manuel Montes-Vozmediano from the Rey Juan Carlos University in Madrid (Spain) examines gender differences

regarding the videos adolescents upload and watch on YouTube. Although the study was conducted in the specific context of the COVID-19 pandemic, the findings provide a more general picture of the young generation's online media activities.

In this issue we also present an interview with Professor Lev Manovich, who recently published a book entitled *Cultural Analytics* (London: MIT Press Cambridge 2020). Launching a new book provided an opportunity to discuss with its author how the media have been changing since 2001 when Manovich published *The Language of New Media*; this book is now regarded as one of the most influential foundations for new media research.

We sincerely hope that our readers will find valuable and important insights in the published articles as they address questions directly related to profession as communication scholars and our everyday lives. We are in the middle of the global pandemic, and the last two years have revealed that communication plays a crucial role in emergency management. Besides communication scholars, different agents of the public sphere – from politicians to journalists – aim to find ways to understand and handle the changed circumstances, and, as the current issue of CEJC shows, in a complex society, solutions are always intersectional. Our authors show that many separate social phenomena from politics through media economy to vaccination campaigns are deeply interwoven, and the thread that connects them is nothing but communication.

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