

# CONTENT ANALYSIS OF TWO QUALITY NEWSPAPERS

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## *Abstract:*

*The article presents a content analysis aimed at identifying the rate of occurrence of keywords within the analysed texts. By applying an exploratory, qualitative research approach, the author conducted a comparative analysis of the frequency of certain keywords - "sustainability", "tourism" and "village" - , all related to the wider concept of "rural sustainable marketing", in two countries: Romania and the United Kingdom. The software chosen for the analysis is Tropes, which analyzes and compares the presence, meanings and relationships of the keywords, then makes inferences about the messages within the texts for each country. The analysis focused on news items from two quality online newspapers: Adevarul (Romanian newspaper) and The Guardian (British newspaper). The news items pertain to a period of two weeks: February 18th – March 2nd 2020. By searching for relevant keywords in the two newspapers, the author has identified and exemplified general references (information carriers from actant and acted), reference universes, occurrences. Findings of the article may contribute to the broader task of improving media practices, more specifically a larger coverage of a topic like the development of rural sustainable marketing.*

*Keywords: content analysis, newspaper, sustainability, tourism, village*

## **1. Introduction**

As one of the largest industries worldwide, tourism has brought significant benefits both at the macroeconomic level, reflected in the growth of national economies and at the microeconomic level, mainly in the form of contributions to the sustainable development of local communities (Bălan et al., 2010).

Surugiu, (2008) considers that tourism plays a role in educating tourists, by increasing their knowledge of the field of tangible and intangible cultural heritage. Tourism supports the preservation of crafts, arts, archaeological and historical sites so that they develop and support sustainable tourism. Most of the local communities organize folk and crafts festivals as a means to attract visitors.

Laing, Wheeler, Reeve, Frost (2014) consider that fostering tourism-related activities through the creation of a distinctive image of the tourist destination, particularly in the case of rural or regional communities, leads to the generation of income for the conservation of the heritage.

Sustainable tourism in a destination comprises the following three objectives: environmental objectives that refer to the preservation of natural resources, reducing pollution and environmental degradation; economic objectives which include

material well-being and infrastructure; social objectives such as opportunities to increase the number of jobs in tourism, provide forms of recreation and community involvement in local tourism policy (Niezgoda, 2011; Rainey et al., 2003).

Thus, sustainable marketing involves creative resources, the role of which is to develop tourists' knowledge of traditions and customs and their appreciation of the unique characteristics of a destination (Richards & Wilson, 2006; Tan, Kung, & Luh, 2013).

Green marketing includes strategies and activities designed to stimulate and support consumers' ecological attitudes and behaviors (Chen and Chang, 2013). Rural sustainable marketing is too complex and vast to be perceived directly by individuals. This means that the media need to inform the readers about rural sustainable marketing in a format that makes the issue newsworthy. This study examined the reflection of news frames in rural sustainable marketing coverage in Romanian and British quality newspapers.

According to (Kemp, 2010) media represents a modality to notify people about facts, facilitating political learning, ensuring surveillance of political and economic actors, advertising public discussion and civic engagement.

In the present article, were selected for the analysis two quality newspapers. In general, quality newspapers provide news, detailed and extensive coverage of cultural events. In addition, it is presented financial reports, travel news. Quality newspapers' target audience is middle-class.

## 2. Literature Review

According to (Lin and Su, 2013, Camarda, 2008) tourism is one of the most important economic sectors in the world, being a major source of income, providing employment, contributing to exports increase and tax collection.

Also, Yang and Fik (2014) consider that tourist attractions and products are essential for the development of local tourism. Tourist attractions provide the necessary entertainment and recreational opportunities for visitors, in order to satisfy their main motivations for traveling.

Stylidis, et al. 2014 emphasize that understanding the residents' mindset is vital to facilitating policies that reduce the potential adverse effects of tourism development and maximize its benefits

The tourist experience related to a particular destination influences future behaviour, as it generates satisfaction and memorable experiences (Kim, 2014).

For Teoa, Khanb, Rahim (2014) the assessed tourist behaviours include interests, the willingness to pay for responsible tourism, and pleasant experiences during holidays.

Rid, Ezeuduji and Haider (2013) identify rural tourism as a diversification strategy that can trigger local economic development in isolated communities.

According to Corsale and Iorio (2013), the importance of heritage consists in: building social identities; legitimizing political power; developing tourism.

Suarez, Alonso, Sendra, (2014) specify that since the beginning of the twentieth century, the significance of cultural heritage has been heightened by the recognition and protection of the intangible heritage.

Sustainable tourism development, through its practical forms, reconciles antagonistic interests and objectives, promotes partnership and cooperation

between decision makers, operators and consumers, as well as the long-term general interest, beyond personal and immediate ones (Hornoiu, 2009).

Authors (Nistoreanu et al., 2010) stress that the sustainability of heritage tourism requires a balance between economic competitiveness, nature, culture, history, the preservation of architectural heritage and the surrounding environment; only these will yield sustainable development for future generations.

Istoc (2012) emphasizes that sustainable tourism contributes to the development of the tourism industry, creates a favorable environment for all stakeholders with chances to work for common interests, so as to balance current and upcoming effects, be they positive or negative.

Breakey and Breakey (2015) highlight the role of tourism in maintaining a balance between the needs of tourists, the environment, and those of the local population and businesses.

Ecological marketing and its forms of manifestation ("green" communication, ecological consumers, environmentally friendly benefits, a mentality in favor of environmentally friendly products, environmental governance, recycling behavior, etc.) are synchronized to achieve high quality, environmentally friendly benefits which meet consumer expectations. (Peattie, 2001; Ottman et al., 2006; Radnovic et al., 2012; Dabija and Pop, 2013; Ratcliffe and Coutler, 2015; Papadas et al., 2017).

According to Rosca (2007, 2013) ecological marketing is known under several names: eco marketing, environmental marketing, ecological marketing, green marketing, sustainable marketing. The author stresses the fact that sustainable marketing uses raw materials. He further considers the impact of economic activity on the surrounding environment and the way consumers choose their products for consumption (Balaure et. al, 2002; Sorin, 2003).

Laing et al. (2014) are of the opinion that, by creating a distinctive image of tourist destinations, the advancement of tourist activity, particularly in the case of rural or regional communities, would generate income for the conservation of the heritage.

Jose del Barrio, Devesa, Herrero, (2012) note that cultural holidays represent the most important cultural consumption in recent years. Thus, festivals offer a unique experience to exhibitors through the activities and opportunities offered to the visitors.

Festivals are meant to preserve, encourage and promote national culture, traditions and customs (Mihailuc et al., 2013).

The problems of environmental protection, reduction in pollution, superior use and conservation of natural resources in order to ensure the well-being of present and future generations are the subject of numerous studies, programs and strategies of sustainable development in almost all countries of the world, including Romania (Ionciă, et al., 2016).

### **3. Research objectives**

The research objective is to identify the occurrence rate of keywords in the online quality press in the United Kingdom versus Romania.

The aim of the research is to conduct a comparative analysis of two markets with reference to quality newspapers, namely Romania and the United Kingdom.

To this end, our research will examine two newspapers: Adevarul (Romanian newspaper) and The Guardian (British newspaper).

### **3.1. Methodology of research**

Selecting the online quality newspaper

This step implies the selection of the most relevant online quality newspaper from each of the two countries: Romania and the United Kingdom.

According to "Media Fact Book Romania 2019", a report published by the multinational media agency Initiative Media/Romania, and to a document entitled „News Report 2019” provided by the Reuters Institute Digital, Adevarul has the largest number of readers and the highest online reach among quality online newspapers in Romania.

As for the United Kingdom, the author of this article has chosen The Guardian which, according to the report „News Consumption in the UK: 2019” produced by Jigsaw Research, ranks first for the number of readers and online reach in the UK.

Content analysis is a method for the study and analysis of communication in a systematic, objective and quantifiable way in order to measure variables (Gunter, 2000, 56).

The aims of the exploratory research are to gain insight into the online quality news and to observe the way each newspaper approaches relevant news through the use of the keywords.

Research Steps:

The first step: collection of web data. This step involves information and news article extraction from the website of each newspaper.

The research was conducted over a period of two weeks, from February 18th until March 2nd 2020, through reading and selecting the most relevant news articles from the two online quality newspapers: Adevarul (Romanian newspaper) and The Guardian (British newspaper).

For the content analysis part, the following keywords have been chosen: village, community, rural, sustainable, tourism, sustainable marketing/green marketing/eco marketing. The keywords served in conducting the research on both news websites: Adevarul (<https://adevarul.ro/>) and The Guardian (<https://www.theguardian.com/international>).

The second step consists in data extraction, more specifically saving all the retrieved data into a Word document, since this type of file format is supported by the Tropes software.

The last step involves data analysis - performed by Tropes -, and interpretation of the results.

The procedure for newspapers analysis: the content of the British newspaper is analyzed in English and the content of the Romanian newspaper in Romanian.

Following searches on the websites of both newspapers, 46 relevant news articles from The Guardian and 23 relevant news articles from Adevarul were chosen for analysis.

Tropes displays keyword frequency. The software is used for qualitative analysis and the extraction of keywords. The graphs facilitate the viewing of the links between the keywords. These links are displayed in different shapes and colors.

#### 4. Results and discussion

Tropes, a Natural Language Processing and Semantic Classification software was used for the analysis of news content. Tropes is designed to control all the information which can be extracted from an analysed text, regardless of its size, while also presenting this information in a logical and harmonious sequence.

The software analyzes the relationships specific to each reference and shows the ways in which networks appear interwoven in each text. In our case, the text deals with "creativity." The connections between this central concept and all the references used by the author are revealed by Tropes in a fast and reliable manner. The layout includes a graph which facilitates the perception of textual space. The same information can be viewed in a sphere graph. The software is interactive, enabling users to find other configurations by clicking on objects.

The keywords are linked to the more encompassing concept of "rural sustainable marketing", and the comparative analysis of their frequency accounts for the difference in the media treatment of, and public engagement with, the topic of "rural sustainable marketing" in the two countries: Romania and the United Kingdom.

The graph displays the correlation between equivalent classes. The classes situated to the left of the central class are its predecessors, while those situated to its right are its successors. The figures shown by the graph indicate the number of relations (the occurrence rate) that exist between the various equivalent classes.

The graphs for the references "sustainable", "village", and "tourism" are presented below. They illustrate the frequency of these semantic universes in the whole text and in relation to other concepts next to which the number of occurrences is displayed.

Central classes were analysed to study their relatedness to the main words. Additionally, a comparative analysis was conducted to show the frequency with which references pertaining to the central classes were used by each newspaper.

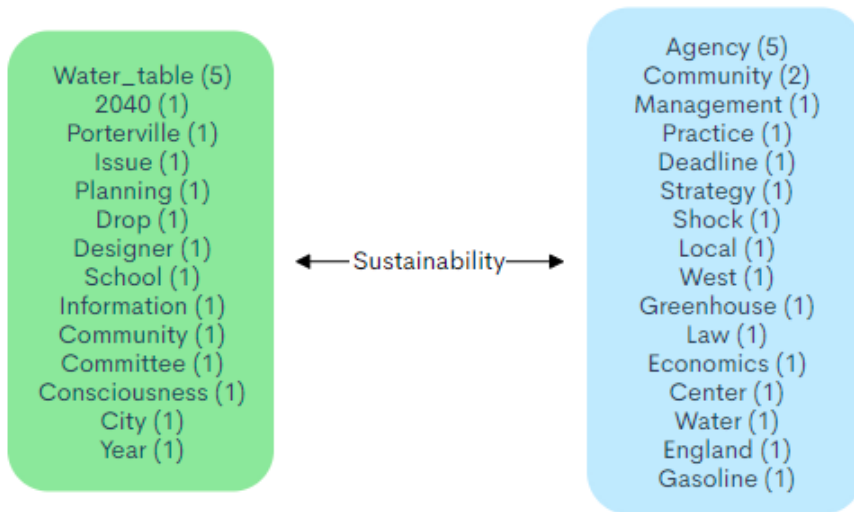
For the reference "sustainability", the graphs corresponding to Romania (Figure 1) and to the UK (Figure 2) were comparatively examined. The two graphs illustrate the incidence rate of this semantic universe in the text as a whole and in relation to other concepts by which the number of occurrences is displayed.

Figure 2 shows that British newspapers approach a complex reference like "sustainability" through the large number of relations it has with various other concepts. By comparison, Romanian newspapers (Figure 1) employ less concepts which are related to "sustainability".



**Figure 1. Correlation of sustainability with the main words in the Adevarul newspaper**

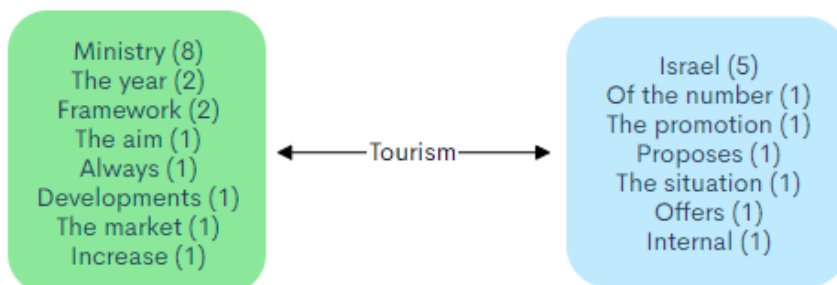
*Source: Figure done by the author based on own research*



**Figure 2. Correlation of sustainability with the main words in The Guardian' newspaper**

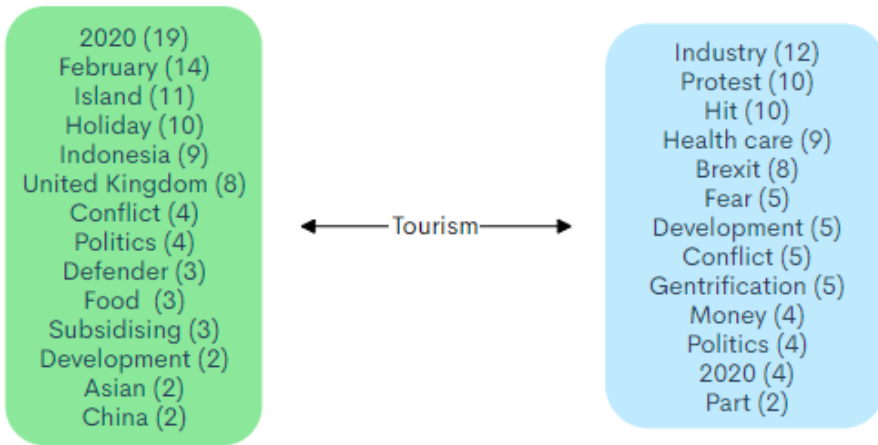
*Source: Figure made by the author based on own research*

Figures 3 and 4 present the graphs for the reference class "tourism". The semantic units in fig. 3 (Romania) that belong to this class and are the commonest in context are ministry, sustainability, promotion, growth, etc. The semantic units in fig. 4 (UK) that belong to this class and appear most frequently in context are island, holiday, development, industry etc.



**Figure 3. Correlation of tourism with the main words in the Adevarul' newspaper**

*Source: Figure done by the author based on own research*

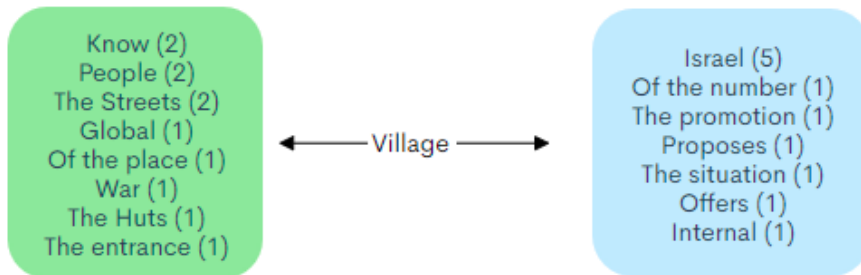


**Figure 4. Correlation of tourism with the main words in The Guardian' newspaper**

*Source: Figure accomplished by the author based on own research*

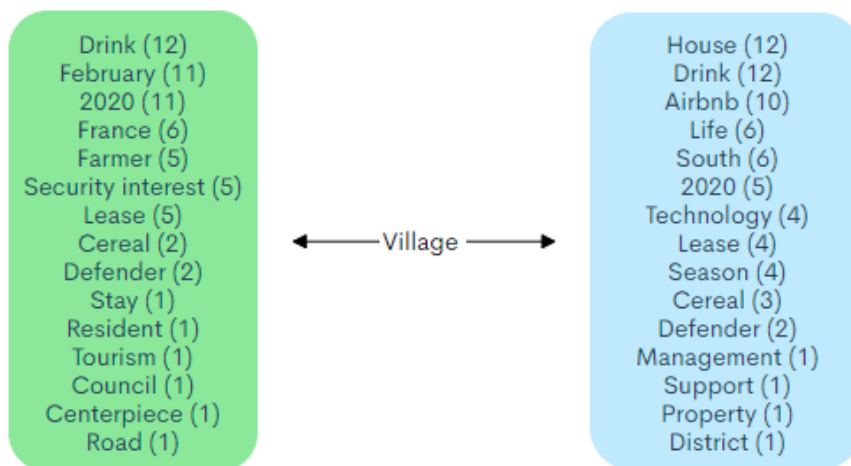
The two graphs from Figure 5 and Figure 6, pertaining to the reference “Village”, illustrate a low presence of this semantic universe in the whole text and in relation to other concepts next to which the number of occurrences is displayed.

The data portrayed by the graphs indicates that the most recurring concepts in connection with the reference “village” are drink, house, farmer, season.



**Figure 5. Correlation of village with the main words in the Adevarul' newspaper**

*Source: Figure done by the author based on own research*



**Figure 6. Correlation of village with the main words in The Guardian newspaper**

*Source: Figure made by the author based on own research*

The analysis has shown that British newspapers use a greater number of references that are relevant to central classes compared to Romanian newspapers. Moreover, the charts indicate a higher incidence of keywords in online news in the UK versus Romania.

The comparative analysis was made at the international level to notice the trend, the modality in which is approaching the concept of rural sustainable marketing, the frequency of occurrence of the keywords.

From the analysis of the present study could be concluded that Romanian newspaper needs to debate more cultural aspects in the online news. Also, can be emphasized that the audience of the quality newspaper who is mainly middle-class, did not present interest in the concept of rural sustainable marketing.

Consider the fact that quality newspapers contain news about sport events, cultural aspects, financial reports, according to the graphs presented above can be said that readers of the British newspaper are more open to the cultural subject than the Romanian readers.

Rural sustainable marketing is too complex and vast to be perceived directly by individuals. This means that the Romanian media need to inform the readers about rural sustainable marketing in a format that makes the issue newsworthy.

## 5. Conclusions

This paper explored the media coverage of keywords through a comparative analysis of two markets - Romania and the United Kingdom -, with a focus on two online quality newspapers from each of these markets. The aim of the study was to examine the occurrence rate of the keywords in the two newspapers. Taken together, the findings present key patterns in, and significant features of, the media



coverage of keywords. A content analysis was applied to 46 relevant news articles from The Guardian and 23 relevant news articles from Adevarul, all dated between February 18th and March 2nd 2020. The analysis has shown that keywords usage was significantly higher in British articles compared to Romanian ones. However, when looking at the figures previously discussed, it can be concluded that this difference is due to a higher number of readers, indicating a larger interest in topics like rural sustainable marketing, in the UK.

In relation to the aim of the study, patterns were identified in the use of keywords - keywords which can be found both in paragraphs and in the headlines.

Another important aspect concerns the readership of the two newspapers. Adevarul and The Guardian were selected based on the highest number of readers of online quality newspapers in the two countries. It can be said that UK readers have a different profile from Romanian readers. A reader profile consists in viewpoints, attitudes and behavior which vary according to the amount of knowledge of, and interest in, certain topics (in this case, rural sustainable marketing) which, in their turn, are influenced by the extent of media coverage (larger in the UK than in Romania) of those topics.

Thus, a further relevant aspect of the analysis is its focus on media coverage at national and international level. The present study provides a solid starting point for understanding journalistic practices related to the reporting on the topic of rural sustainable marketing. The identification of patterns in media accounts of sustainable marketing, within and across national media systems, can benefit the public. It can be argued that a larger coverage of this topic by Romanian media would shape the public's interest and knowledge. Furthermore, media campaigns promoting sustainable marketing could raise public awareness of this matter.

It is hoped that this comparative research can contribute to the wider aim of improving media practices related to the issue of rural sustainable marketing.

#### Limitations

Conclusions of the article are subject to limitations. Firstly, a larger sample size, provided by selecting a longer period or comprise more publications, could have sustained the validity of the research.

Secondly, comparing tabloid and quality newspaper could offer a broader view about the frequency of occurrence of the keywords. However, in the function of the type of newspaper, could be observed the type of readers who presented interest in the concept of rural sustainable marketing.

Lastly, studying other forms of media, such as television or social media, could help create a more complete understanding of media spreading of rural sustainable marketing.

#### Directions for future research

In accordance with the research done in the present article, have pointed out a number of subjects that would be valuable to pursue.

First of all, the following research could focus further on the concept of sustainable marketing.

In the second place, another direction could be to aim on other key points which could become representative in the media and readers' perceived interest for the concept of rural sustainable marketing. That means to comprise the key points in the function of the following keywords: marketing, sustainability, tourism, and village.

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