

Abstract

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**Government-funded International
Media on SNS in the Age of
Computational Propaganda. A Case
Study on Romanian Language
Contents**

Recent political developments at national and international levels have stirred an increasing amount of academic interest into use of digital media communication strategies to influence or direct public opinion. SNS offering content distribution and interaction platforms for networked publics are frequently mentioned at the core of public and academic debates on soft war, computational propaganda, fake news, online hate speech and cyberbalkanization. Recent literature on computational propaganda investigates how websites and SNS accounts are used in national and international contexts to direct public attention, frame events, and socially construct realities. The proposed presentation aims to explore the representations put forward by government-funded international media who deliver Romanian language content via websites and SNS. The investigated institutions are Deutsche Welle, Radio France International, Radio Free Europe / Radio Liberty, Russia Today and Sputnik. Data ranging since January 2011 to October 2017 was collected from the institutions' public Facebook pages via Graph API interrogation. The 15.689 Romanian-language public Facebook

posts are analyzed using quantitative and qualitative methods. Primary analysis will describe Facebook posting patterns, engagement rates, sharing networks with respect to message characteristics identified through computational linguistics methods. In-depth analysis will identify frames used by the government-funded international media institution in relation with persuasive communication and propaganda techniques typologies as described by recent literature on computational propaganda.