

Abstract

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**The Official Communication of the
Main Romanian Political Parties
and Political Leaders during a
Non-Election Year, in the Context
of Protests**

At the beginning of 2017 massive protests took place on the streets of the biggest cities in Romania, unprecedented in the post-Decembrist history of the country. They were caused by an emergency ordinance passed by the government that was meant to decriminalise certain offences, including official misconduct in cases where the financial damage was less than 200,000 lei. In such situations, the communication flow on social networking platforms, especially on Facebook, which is the most popular social media platform in Romania, increases exponentially (Tufekci & Wilson, 2012; Valenzuela, 2013). In this context, the present paper focuses on the analysis of the social media communication of the main political parties and their leaders. The communication strategy expressed especially on this platform is interesting, because it is preferred by a large part of the protest participants. The central question revolves around the credibility of the messages and on the way political parties and leaders frame reality in such situations. We have carried out a computer-assisted content analysis and have analyzed 15 Facebook accounts during the period January 18th – March 5th, which corresponds to the period of the protests.