

# The Emotional Impact of Traditional and New Media in Social Events

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## INTRODUCTION

Social media is an essential component of the media process. Traditional media are connected to social networks from whom they do not only collect information, but also the emotional status of society.



In the case of events with a strong emotional impact at national and international level, both official communication and the media are nowadays under the direct influence of immediate reactions that spread spontaneously, uncontrollable and with speed through the online media.

## METHODOLOGY

The research method combines content analysis and qualitative interpretation of the data, with reference to parameters such as the context, the subject of the article, the style, the journalistic genre or the information/opinion.

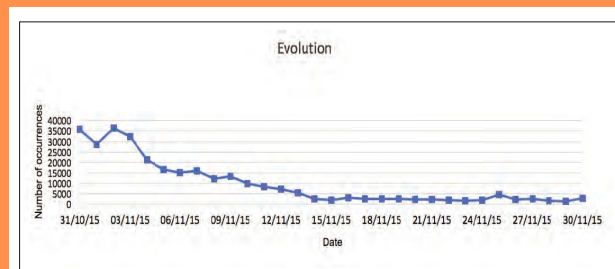


Figure 3. Evolution of #colectiv mentions during the month following the tragedy. [Evolution. Number of appearances].

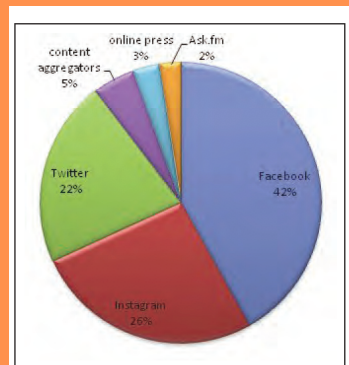


Figure 1. The hashtag #Colectiv on social media in the first 12 days.

The method used in the study was content analysis (themes, perspectives, styles) of the media and social media in the one month interval since a tragedy occurred, and interpretation of quantitative data provided by the "Zelist.ro" platform and the website [www.adevarul.ro](http://www.adevarul.ro).

## CONCLUSIONS

The conclusions of this study show us that the connection between traditional media and social media has caused a change in the media paradigm, the result of which is that the role of professional journalists as a guarantee filter continues to be a priority.



As a professional media entity, "www.adevarul.ro" played the role of a filter, using factual information and opinions from social media, and pointing out the sources in almost all cases.

This fact is crucial in the intertwining of traditional and social media, as rumours, false information, extremely aggressive personal attacks, tendencies to confiscation and political exploitation of facts are pernicious traps into which professional journalists can also fall.

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