

# The Quantitative Processing of a Qualitative Symbolic Material: The Newspaper “Românul” From Arad (1918)

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## Disciplinary “organ” of the National Romanian Party in Hungary and Transylvania

**T**HE FIRST issue of the political newspaper “Românul” appeared on 1/14 January 1911. Its editorial office was located on Zrinyi street at number 1/A, which later became Anatole France street, number 6.

It defined itself as an “organ of the National Romanian Party in Hungary and Transylvania”, an organization that was led in that period by Gheorghe Pop of Băsești. Its editorial committee, called “special commission”, included famous fighters for the rights of the Romanian people from the Austro-Hungarian Empire, under the “direct leadership” of Vasile Goldiș. The members of the leadership committee were named only in the first issue: Dr. Teodor Mihali, Dr. Vasile Lucaciu, Dr. Alexandru Vaida-Voevod, Dr. Iuliu Maniu, Dr. Aurel Vlad, Dr. Ștefan Cicio-Pop, Dr. Ioan Suciu, Dr. Iustin Marșieu, Dr. Cornel Iancu, Dr. Romul Veliciu, Dr. Aurel Lazăr and Dr. Valer Moldovan. Subsequently, in the issues of the publication, there would only appear mentions of the editors responsible for the issue being published – names like Atanasie Hălmăgean, Constantin Savu, Laurențiu Luca, Dr. Sever C. Dan, Prof. Vasile Stoica, Dr. Sever Miclea, Ion Clopoșel and others. The daily publication also had a consistent literary supplement that was published weekly.

A foray into the history of the press world of Arad during that period indicates that the publication was founded amid the dissensions between the political leaders of Ardeal. These dissensions fueled savory and sometimes base conflicts on the subject of the right political way that should be followed, or reflected the internal party conflicts that were made public by the “Tribuna” newspaper of Arad. In 1911, the writer Ioan Slavici presented, not without irony, the ideas of certain important personalities concerning the future of Transylvania this way: “Dr. Octavian Goga, uncompromising, doesn’t discuss anything with anyone who isn’t ready to give him the autonomy of Ardeal; Dr. Iuliu Maniu, a more open minded person, doesn’t talk with anyone who isn’t supporting the reorganization of the Hungarian state, Dr. Aurel Popovici, a person with even

more open ideas, doesn't talk with anyone who isn't in favor of Greater Austria...". As a matter of fact, towards the end of 1911, the conflict intensified between the editors of "Tribuna" and the leaders of the National Romanian Party. The journalists harshly criticized the politicians for losing the Transylvanian Diet elections and for the Hungarian-Romanian talks, refusing to submit to the discipline demanded by the party. As it was impossible to solve the conflict, this led to the solution that was the new newspaper "Românul", which was presented from the beginning as a messenger of the party.

Without insisting on the presented program, the consensus over the ideology and the objectives of the party that characterized the newspaper, we shall only present here its position in relation to the Romanians from the mother country, citing some fragments from the first editorial: "We are faithful children of the Hungarian state and loyal subjects of the throne and dynasty (...). We do not interfere in the political business of our brothers from Romania. We rejoice in their joys, we cry in their sorrows and we would be dishonest if we didn't confess that we wish for the prosperity, development and enlargement of their state. Out of our natural sympathies for the brothers from Romania rises our honest desire to know that the Romanian state has friendly relations with our state. (...) To establish, however, from the beginning, our views in all matters of public interest, we must declare without hesitation that a possible interference of our brothers from Romania in our own political business would be seen as harmful to our interests."

And there was no other way than this. Who could have imagined that the near future would be marked by the great world war which would bring an end to the great European empires and a political reconfiguration of Eastern and Central Europe? We have to recall that Bukovina, Transylvania and Banat were territories belonging to Austria-Hungary, and Bessarabia belonged to the Russian empire.

However, the war also determined the suspension of the newspaper through the ordinance number 32 858 of the Hungarian Ministry of Internal Affairs (28 February/10 March 1916). Soldiers of Romanian ethnicity were already on the enemy frontlines of the First World War and the Kingdom of Romania was making agreements to join the Triple Entente. In the same way, other Romanian newspapers from Transylvania had to stop their publication.

### **"Now or never!"**

**"ROMÂNUL"** STARTED being published again on 26 October/8 November 1918 with the purpose of preparing the Union of Transylvania with the mother country. The editorial "Către națiunea română" ("To the Romanian nation") from this first issue number is signed by Dr. Ștefan Cicio-Pop, on behalf of the National Romanian Council. The body, with political and administrative functions, created for preparing the Union of Transylvania with the Kingdom of Romania, also had its headquarters in Arad. During the rivalry, turmoil and excitement of the preparations for the National Assembly at Alba Iulia, the implementation of the decisions made there and the decisions made at the peace conference, "Românul" was the manifesto-publication of the Transylvanian majority ethnic group.

The editorial “Către națiunea română” doesn’t contain many details about the situation on the war front or about the Romanians from the other provinces. In a very succinct manner, the opportunity for a Union is presented this way: “The long and bloody war, started out of foreign interests, is over. The idea that every nation can freely decide on its faith, to be equally rightful and every human to have the same rights, has won. The faith of the small nations is placed in the best hands and the great cultured nations guarantee for us the realization of our ideals”.

The next issue from this second series of the newspaper publishes, as justifying documents of the Union program, two notes by the Secretary of State Robert Lansing which are addressed to the Romanian government, respectively to the US Ambassador in Iași (where the Romanian government was located). In the first one, Lansing announces that the US administration approves of “the idea and desire for national unity of Romanians everywhere” and that Romania will leave “strong and proud” from the peace conference.

With these kind of assurances, the newspaper launches this vibrant appeal to the Romanian people from the Dniester to the Tisza: “Raise your heads, Romanian brothers, to the skies and with the faith inherited from our forefathers, light up in your hearts the pure flame of national love, because the crucial hour has come, when probably the last effort of our manly determination is demanded of us. Any sacrifice we would bring forth now pales before the greatness of the moment, because, shaking the abyss, we say to you: Now or never!”.

Without claiming to present an alternative that could substitute the classical historiographical endeavors, we suggest in the following pages a complementary analysis, based on one of the established methods in the humanistic social sciences for the processing of discursive content.

## The content analysis method – a concise presentation

**T**HIS RESEARCH uses the content analysis method which entails the quantitative processing of a qualitative symbolic material. This method is generally preferred for its potential in analyzing communication in an objective and systematic manner, through the calculation of the frequency of certain measurable indicators. Laurence Bardin defines it as “hermeneutics founded on and controlled by inference deduction”. By this, he means that “everything written or said” can be studied by formulating a working hypothesis and by selecting the imagistic and/or discursive messages.

Like any other method, it has advantages and disadvantages. Among the limitations of the method, we recall the difficulty of setting categories and indicators, the trials and corrections in cutting the material that will be submitted to the content analysis, as well as the reservations concerning the validity and the fidelity of the method.

The present study is focused on the period of maximum interest in the realization of the objectives of the Romanian National Central Council - the week before and after 1 December 1918. In applying the method we have followed this algorithm:

The identification of the referenced unit - in our case, ten issues of the publication from the period 11/24 November - 21 November/4 December - by respecting the

selection requirements of the text which will be analyzed: homogeneity, comprehensiveness, exclusivity, objectivity and adequacy;

Setting the context unit (the first two issues of the publication from 1911, the first two issues from 1918, respectively);

Transposing the hypotheses into categories (classes), and these categories into directly measurable text indicators (journalistic themes and genres, keywords, etc.). In our case: a. The identification of the percentage of journalistic genres that are being used and implicitly, of the characteristics of the publication; b. The recognition and the quantification of the main categories of messages, theories and concepts through which the authors want to mobilize the public opinion for the already mentioned political purpose; c. The focus on the topic of inter-ethnic conflicts in the newspaper;

Recording and processing the results through the SPSS program for statistical analysis.

## **“Românul” in terms of the newspaper layout**

**D**URING THE analyzed period, the newspaper “Românul” was published in four pages, printed by the Concordia printing press where religious publications, among other types of publications, were being edited. The graphics, compared to modern publications, is extremely simple; compared to other publications of that time, it is common, the printed space being utilized parsimoniously.

The text is placed in three columns on all four pages. The pagination of the newspaper limits the reader to the algorithm of a reading which starts from the first column of the first page, then continues, orderly, with the second and the third columns, the end of the third column on each page being continued on the following page. On average, each issue of the ten analyzed publications has 43 200 characters with spaces (we will be using this form of measurement in all subsequent analyses).

After the study of the documents concerning the publication “Românul”, we didn’t obtain information about the way it was produced. We don’t know how many editors there were and under which conditions the content was being edited, by whom and in which ways the publication was being supervised, which were the relationships between the members of the Romanian National Central Council and the publication’s editors, what style of leadership did the director Vasile Goldis have, and other things. Even the authors of the articles themselves are unknown: in the ten issues, only 17 articles and 13 correspondences were signed, while two other correspondences were signed only with the authors’ initials.

At the end of the last column from the last page there is the exclusive mentioning of the editor-in-chief, Dr. Sever Miclea, and of the issue editor, Aurel Rusu, in all the analyzed issues.

A layout of the publication from this period, which entails an inventory of the journalistic genres that were being used and of the columns, looks like this:

- *The Editorial* - present in every issue number as an opening article of the newspaper; it accounts for the most significant percentage of the content (it represents,

ANUL VII.

ARAD, Mercuri 13|27 Noembrie 1918.

Nr. 15.

ABONAMENTUL:  
 Pe un an . . . 80— Cor.  
 Pe jumătate an 40— "  
 Pe 3 luni . . . 20— "  
 Pe o lună . . . 7— "  
 Pentru România și  
 străinătate:  
 Pe un an . . . 100 franci  
 Telefon  
 pentru oraș și interurban  
 Nr. 750.

# ROMÂNUL

REDACȚIA  
 și ADMINISTRAȚIA  
 Strada Zrinyi Nr. 1 a.

INSERȚIUNILE  
 se primesc la administrația.  
 Mulțumile publice și Loc  
 deschis costă girul l. Gor.  
 Manuscrisurile nu se in-  
 napoză.

FIG. 1. Newspaper image

on average, 15% of the content of the newspaper). The exceptions are issues 20 (of 3 December 1918) and 21 (of 4 December 1918). In the issue of 3 December the editorial signed by Vasile Goldis covers the great gathering at Alba Iulia, and the speech held by the same Vasile Goldis, and in the next issue, the coverage is continued.

- *Every day* - column on contemporary political information which represents 7% of the analyzed content;
- *Romania* - column on external news (the other Romanian provinces), not signed, which represents 10,5% of the analyzed content;
- *Then and now* - column on historical culture, not signed, where the international situation is presented (18,5% of the analyzed content);
- *The organization of the Romanians* - column of information (news, usually signed; seeking a mobilizing effect, it sometimes reproduces poems, manifestos, hymns; represents 8% of the analyzed content);
- *Column of opinion with significant emotional overtones* - the evocation of historical disillusion, feelings concerning the union and the situation of the people, etc., it represents 15% of the analyzed content;
- *Pieces of information* - another column of internal and external news which represents 8% of the analyzed content;
- *Official things* - featuring official orders, declarations and documents which represent 10% of the analyzed content;
- *Our telegraphic service* - column of last minute news from the territory, represents 4% of the analyzed content;
- *The mailing list* - presents answers to the correspondence received from the readers, representing 4% of the analyzed contents.

In general we can estimate that in the whole content of the newspaper, in regard to the contemporary journalistic genres, "Românul" from 1918 is displayed this way:

The editorial and the columns which feature appeals, orders and manifestos which represent a guiding and mobilizing axis for the readers with the purpose of achieving the objectives of the Romanian National Central Council - 33%;

Articles with informational content - 29.5%;

Articles which express opinions - 33.5% ;

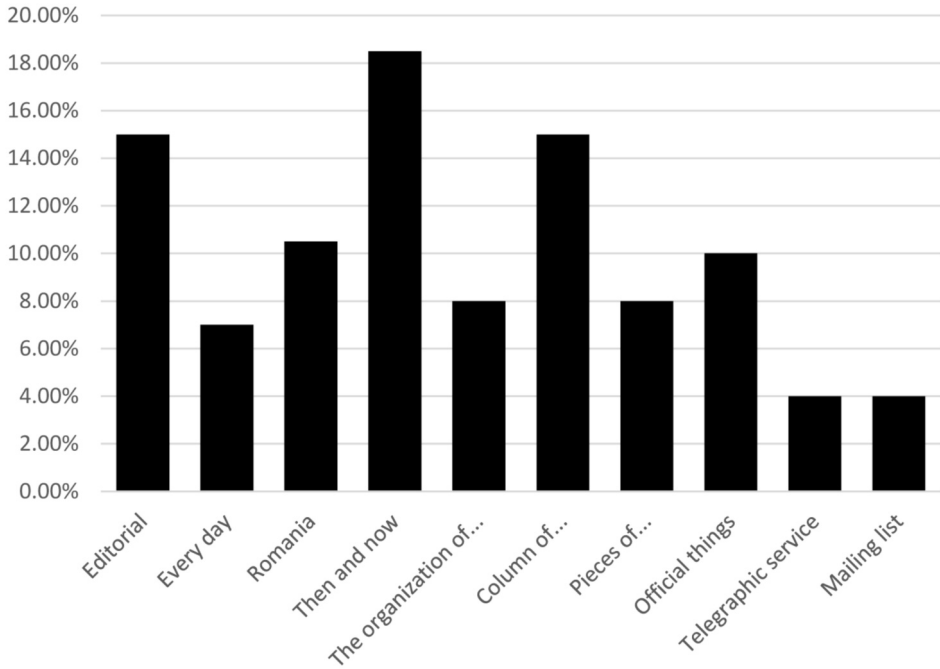


FIG. 2. The statistical share of the contents in the layout of the newspaper "Românul" from December 1918

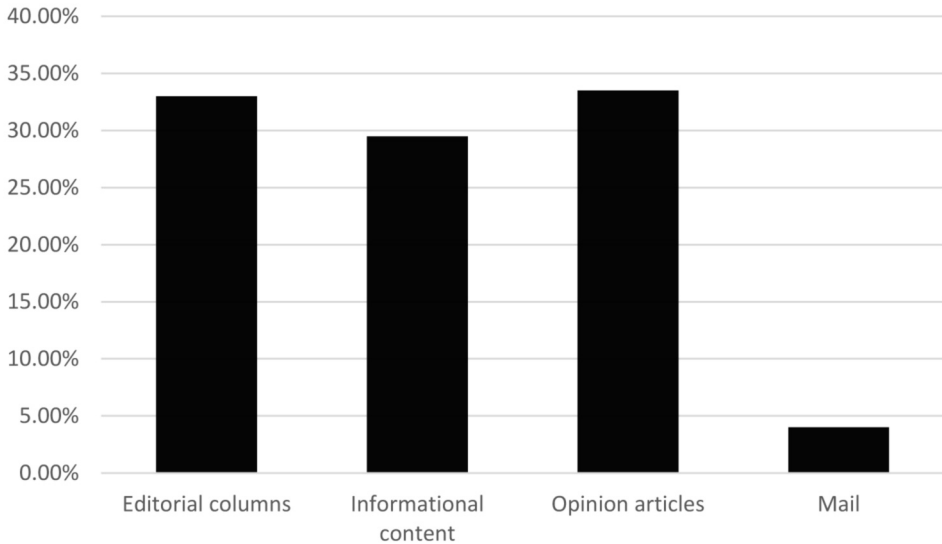


FIG.3. Graphic representation of the contents (I-editorial, II-information, III-opinion, IV-dialogue).

The editorial mail, dialogue with the readers - 4%;

The following sections contain our analysis of the content of the editorials and of the articles which present interethnic tensions and conflicts.

## The analysis of the editorials

THE EDITORIALS which appear in the ten analyzed issues of the “Românul” newspaper represent 15% of the contents and have the following titles:

- *At Alba-Iulia!* (November 23, issue number 12);
- *Current needs* (November 24, issue number 13);
- *Josikafalva - Alba-Iulia* (November 26, issue number 14);
- *The Hungarian pseudo-democracy* (November 27, issue number 15), signed by Ion Montani;
- *The Romanian socialists* (November 28, issue number 16), signed by Ion Clopoșel;
- *Golgotha* (November 29, issue number 17);
- *National democracy* (November 30, issue number 18);
- *Day of celebration* (December 1, issue number 19), signed by Dr. Lazar Iacob;
- *The proclamation of the national Union* (December 3, issue number 20);
- *The voice of conscience* (December 4, issue number 21);

We notice that only three editorials from the established sample are signed.

According to the rules of the content analysis method, we have established the main categories (classes) of analysis which, after the frequency calculation, are presented this way:

- National/identity theme – political and social theories (5.76%);
- Organization theme – political, administrative and military organization (2.26%);
- Historical/time related themes (1.50%);
- Emotional states theme (1.50%);
- Interethnic tensions (0.68%).

1. The national theme relates to directly measurable indicators, in effect 524 keywords. The most significant frequency is recorded by the items: *nation/people/race* (180); *Romanian* (160); *Hungarian* (57); *free* (39); *democracy* (32); *unity* (15); *country* and *Hungary* (8); *Transylvania* and *ethnicity* (5).

The terms are used in various contexts and have a uniform distribution in all the ten analyzed issues. The most frequently used are “nation/national” (85 times), “nation” - with the meaning of race (56 times), and people (39 times). The term “national” has the meaning of form of political organization of a people, with associations like: national sovereignty, national state, constituent national assembly. The term “nation” is used with the meaning of human community, with emotional, existential and religious values. Thus there are associations like: nation’s sons, nation’s destiny, nation’s faith, nation’s poverty, exploited nation, poor nation, the nation’s story, the nation’s conscience, free nation. The term of “people” is placed in the historical context of the origin, the struggles, the sufferings and the hopes for freedom and unity.

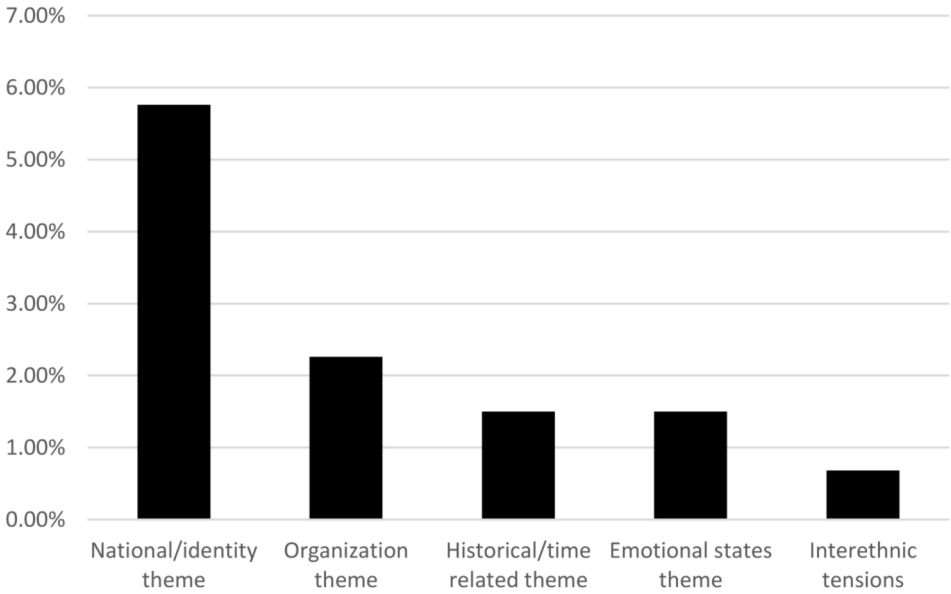


FIG. 4 The hierarchy of the main categories of the editorials' contents

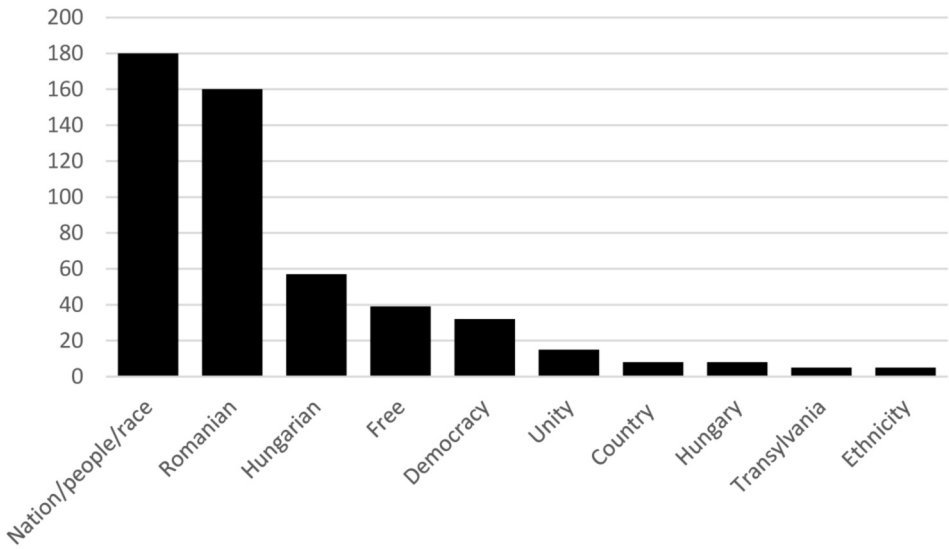


FIG 5. The representation of the frequency of the indicators belonging to the national-identity category



The acknowledged presence of an internal historical and spiritual dynamic in the realization of the union is a starting point. President Wilson “doesn’t preach a new creed” but “consecrates the truths of a people” (issue no. 13). The completion of the union of all Romanians was first made possible through the unity given by the “voice of national conscience” of all Orthodox and Greek Catholic believers, but also through the unity of political factions - nationalist and social-democrat (issue no. 21). This unity in “thought and feelings” is followed by the territorial one (no. 19).

The principle of national sovereignty, in the political era of democracy, with the affirmation in international politics of nation’s right to self-determination is also evoked. The will of the people is sovereign. (no. 13) In the Romanian conscience the principle of self-determination crystallized in an evangelical sense (no. 15).

The foundation of the welfare of a people is political freedom. Each nation goes through phases of evolution. Others were fortunate to have hundreds of years of ethnic borders and consolidated national states. The most clear example is the French democratic model. The guiding lines for Romanian freedom are the elimination of foreign influences, the cultivation of the national language and the development of university education (no. 18).

The superiority of the national democracy over the socialist democracy is associated with the need to create the “people’s society” (no. 18). The need to erase bolshevism as an illusionary Marxist ideology is affirmed. Only a nationalist political doctrine can lead to the development of social classes, to the strengthening of the freedom and intellectual maturity of citizens, through the creation of national states (no. 16). National emancipation is the prerequisite for progress.

The principle of political activism in support of the union and of political unity (“one side”, no. 13) is the opposite of “unjust sharing” (no. 19). The nation’s sons shouldn’t work for others and the people shouldn’t be exploited for foreign interests.

Other political principles and ideas that are being evoked are: the necessity to have equal positions with the Hungarians, as a free and independent people, to keep good relations as neighbors (no. 14), the principle of political modesty and diplomatic ability, because Romanians must be aware that they represent a small state that doesn’t “cast a shadow” on other nations, but spreads peace and wisdom “without diplomatic intrigue” (no. 15).

## 2. Political, administrative and military organization

In the analyzed text there are 215 indicators that represent the theme of political and military organization, of which those with the greatest frequency are: *Alba-Iulia* (39), *state* (33), *right* (30), *gathering* (26), *politics* (17), *unity* (15), *to organize* (12), followed by *council* (10), *legitimate* (6), *assembly* (5), *military* (5), *to fight* (4), *leaders* (5).

We notice the prevalence of the theme related to the organization of the gathering at Alba Iulia, a term which appears 39 times in editorials. This is the supreme forum, with the role of constituent assembly, called upon to elect a “national program”, representatives that are “legitimate” (no. 13). The legitimacy of its decisions has to be “perfect and without reproach” (no. 20). There is a need to complete the preliminary political and military organization as this will give legitimacy and representativeness to the delegates. In this sense, there is information regarding the creation of national coun-

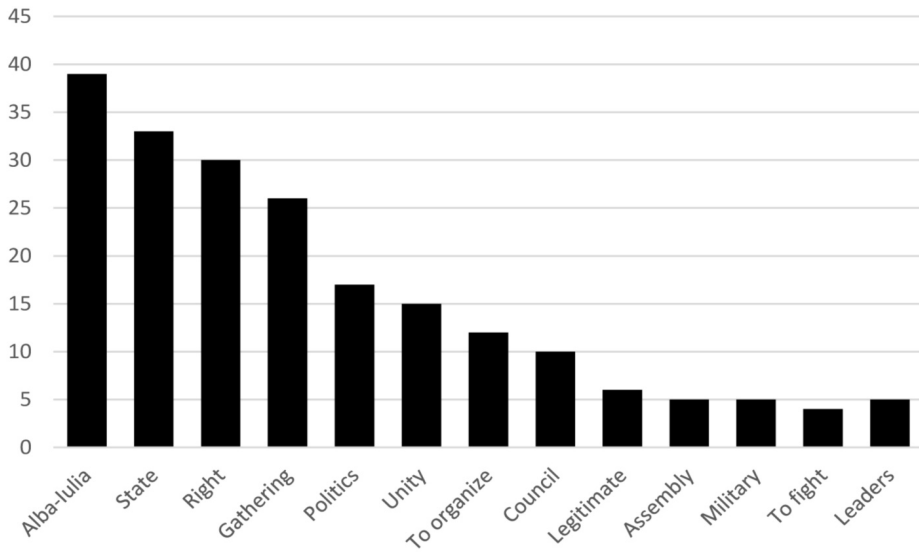


FIG. 6. The representation of the frequency of the indicators belonging to the category of political and military organization

cils, submitted to the directives of the Romanian National Central Council, and of the national guards, with a role in supporting the public order and defending the Romanian interests.

The national movement started without funding, without weapons, with a poor and destitute people, voluntary donations being absolutely necessary. The appeals for financial support are recurrent: “give money, make donations” (no. 13).

At the level of political organization, the strong point is the eulogy of the common action by the leaders of the Romanian faction of the Social-Democratic Party and of the Romanian National Party, in support of the gathering at Alba-Iulia, opposing this way the reproach given to the Romanians by the Hungarian press on their lack of unity in the Romanian National Council (no. 16).

The organization of the delegations, the transport and the progress of the festivities at Alba-Iulia show admirable order (numbers 20-21). The Romanian National Council and the National Guard of Alba-Iulia had special merits. Slogan messages show the urgency of the organization and mobilization (numbers 13-14).

3. The historical and temporal theme is represented by 137 words, of which those with the highest frequency are: *time* (39), *year* (33), *period* (26), *history* (12), *hour* (10), *Mihai Viteazul* (5), *Eminescu* and *Brătianu* (2 times each).

The dominant state is that of tension and expectation, with permanent evocations of the past and especially of the future (the hour we are living, the time that has come, the day we have been waiting for).

The historical personality that is mainly mentioned is Mihai Viteazul (Michael the Brave), who, “300 years ago, ruled over all territories inhabited by Romanians for 3 months”. Other national heroes are remembered (the emperor Trajan, the martyrs Horia,

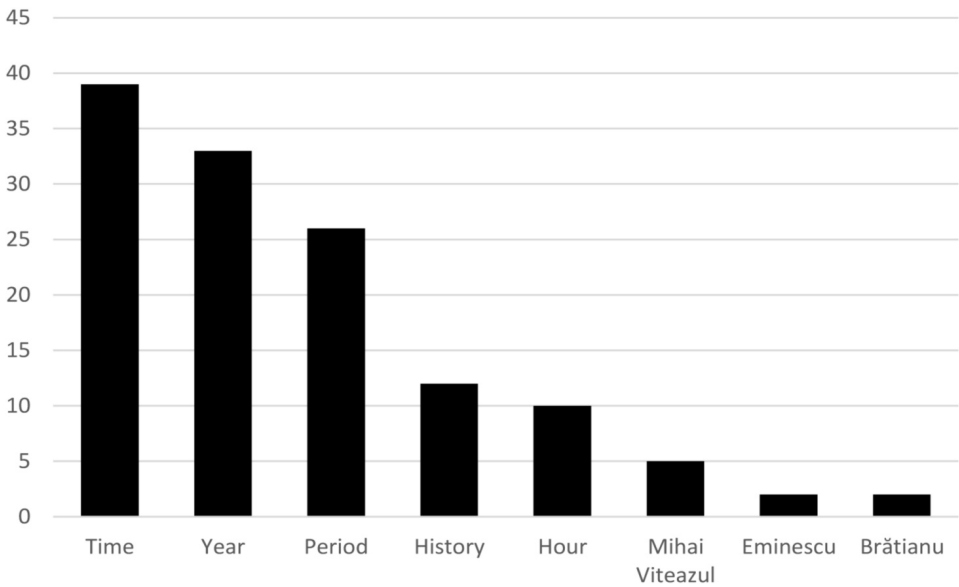


FIG. 7. The representation of the frequency of indicators belonging to the temporal/historical category

Cloșca and Crișan, the prince of the mountains Avram Iancu, then the age of Gheorghe Lazăr, Inocențiu Micu Klein and Simion Bărnuțiu). The national poet Mihai Eminescu is evoked for his critique on the “imperialism that poisons the universal democratic spirit”(no. 15).

The second half of the 19<sup>th</sup> century is represented by personalities like Alexandru Papiu-Illarian, who launched the theory of the geographic advantages of Greater Romania, A. D. Xenopol, with his messianic vision about imponderable forces that determine the course of Romanian civilization, and Nicolae Iorga as a “scholar and enlightened apostle of the nation” (numbers 18-19). Among politicians, King Ferdinand is evoked (who gave up the Crown’s territories) and the Brătianu family, who plan on sharing their lands with the peasants. The desire for land of the rural workers is the point of cohesion for the members of the Romanian National Central Council (no. 16).

4. The emotional theme has the same share as the previous category (137 words). The words with the highest frequency are: *soul* (29), *to believe*, *to suffer* and *conscience* (17 times each), *joy* and *to live* (11 times each), *to hope* and *Resurrection* (7 times each), *waiting* (6).

The recollection of events and experiences from the past also leads to a remembrance of past sufferings. The positive outlook prevails, sufferings belong to the past, the message is one of mobilization and uplifted spirit.

The language often has messianic nuances: Romanians raise “the torch of millennial faith” for “the greatness of the day of resurrection” (no. 15). Alba-Iulia is the “city sanctified by the great act” of liberation from “centuries of slavery” and of “the integration of

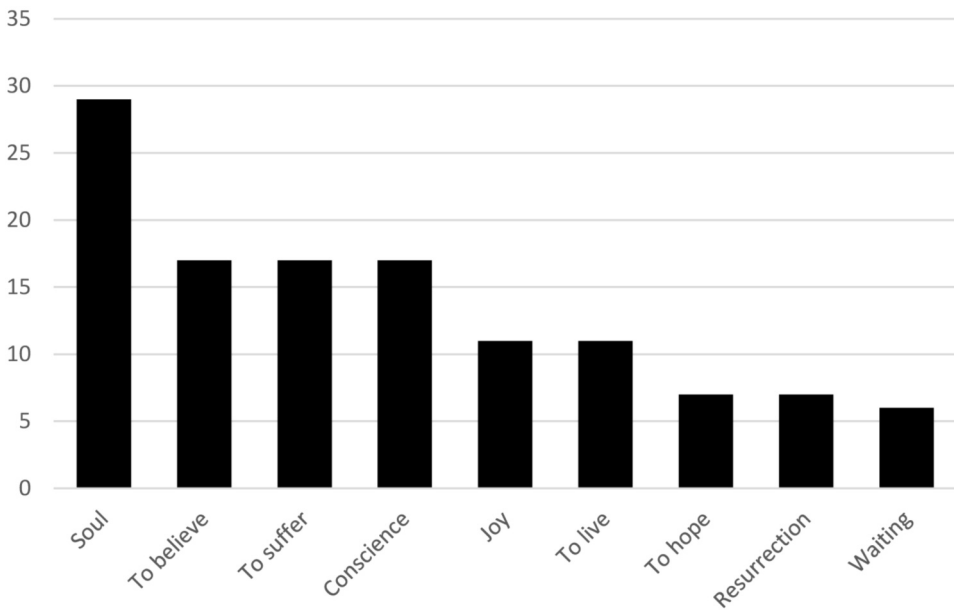


FIG. 8. The representation of the indicators belonging to the emotional theme

the Romanian nation”, the place where “our salvation” begins, “the day of life, the day of resurrection” (no. 19). There, with hearts united in “the harmony of prayer” we take part in “the eternal resurrection” by laying the foundations of Greater Romania (no. 21).

5. The interethnic tensions theme is expressed in the editorials through 62 keywords, out of which the most frequently used are: *suffering* and *Josikafalva* (12 times each), *slavery* (9), *intolerance* (6), *blood* (5), *guilt* (4), *savage* and *peasant* (3 times each), *chauvinist* (2).

Tensions with the Hungarians are presented especially through the lens of the events at Josikafalva. The Hungarian people are characterized by traits like: intolerant, chauvinistic, gendarme, savage. The necessity of liberation from the Hungarian invaders, from barbarous slavery (no. 13), is affirmed. The Romanian national movement is confronted by the chauvinistic Hungarian mentality which practices mystification and defamation (no. 15).

In two of the analyzed issues, the editorials are entirely dedicated to this theme: Josikafalva (no. 14) and Golgotha (no. 17). In the first one the Hungarian gendarmes’ bayonets covered in blood are evoked, the savage crimes that provoked a rift between the two ethnicities and the false model of Hungarian democracy, with its claimed superiority. It is to be noted that Romanians are not called to hatred and revenge, but, on the contrary, they are encouraged to put the past behind. Golgotha can be seen as a synthesis of the sufferings of the Romanians that were mocked, defamed, persecuted, seen as slaves and servants, impoverished and needy. Physical sufferings (starvation, imprisonment, chains, physical abuse) are accompanied by moral sufferings (insults “Wallachian bears”, “lazy peasants”) and social sufferings (the abolishment of Romanian schools, the instauration of a new serfdom by forbidding Romanians to buy land, no. 17).

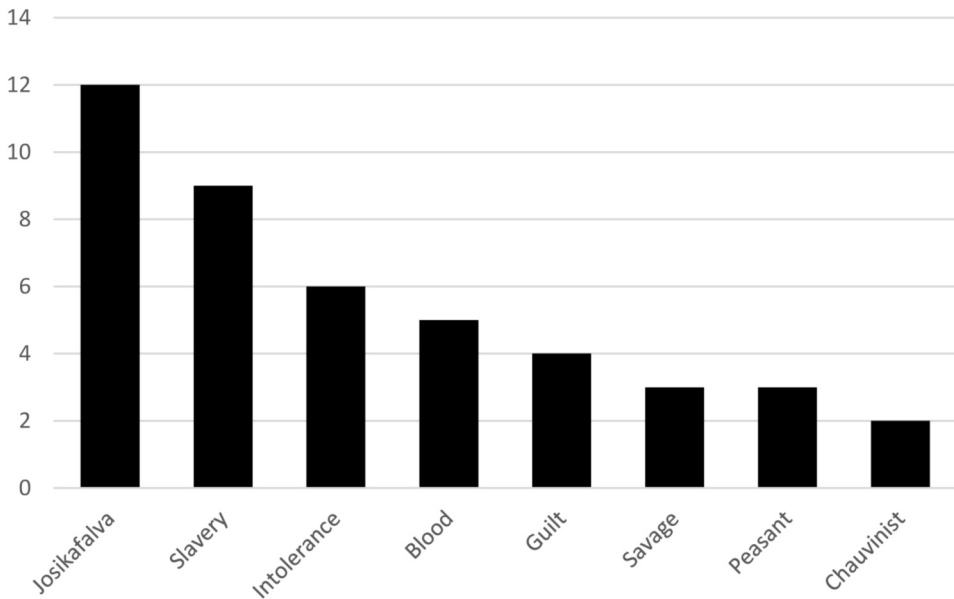


FIG.9. The representation of the frequency of the indicators which express interethnic tensions

Issue no.	No. 12 23 November 1918	No. 13 24 November 1918	No. 14 26 November 1918	No. 15 27 November 1918	No. 16 28 November 1918
Percentage	5.25%	1.50%	17.0%	7.14%	10.6%
Types	1 article: <i>Every day – Împănații</i>	1 paragraph: <i>Our dead</i>	1 editorial: <i>Josikafalva – Alba-Iulia</i> + 1 paragraph: <i>Nursery of chauvinism in Arad</i> (in the article <i>Pieces of information</i> )	1 paragraph: <i>For the orphans of a priest murdered by gendarmes</i> 1 paragraph: <i>Başbuzucisme from the Country of Bihor</i>	1 paragraph in the article <i>Din Biharia</i> + 1 article: <i>Başbuzucisme</i> + 1 paragraph in the article <i>Pieces of information</i>

FIG. 10. The presentation of the interethnic conflicts between Romanians and Hungarians

The second focus of our analysis is on the echoes of the interethnic conflicts that are found in the analyzed contents. In the entirety of the ten analyzed issues of the newspaper, their statistical share is as follows:

Issue no.	No. 17 29 November 1918	No. 18 30 November 1918	No. 19 1 December 1918	No. 20 3 December 1918	No. 21 4 December 1918
Percentage	27.60%	6.0 %	4.38%	0 %	0 %
Types	1 editorial: <i>Golgotha</i> 1 article: <i>From Doda's country</i> 1 article: <i>Başbuzucisme</i> 1 paragraph: <i>Learn the Romanian and the Serbian languages</i> (in the article <i>Pieces of information</i> )	1 article: <i>Başbuzucisme</i> 1 paragraph: <i>From the newspapers in Pest</i> (in the article <i>Pieces of information</i> )	1 article: <i>Başbuzucisme</i>	-	-

FIG. 11. The presentation of the statistical share and the frequency of the interethnic conflicts theme in each issue

From the analysis that was conducted, we can observe that the news which report various acts of violence committed by the Hungarians against Romanians have a significant share of 8.2% in the analyzed content.

One single piece of news, with the title “From the newspapers in Pest”, found in the section “Pieces of information” (no. 18) gives a report on the violent acts committed by Romanians against Hungarians, with the purpose of invalidating these news.

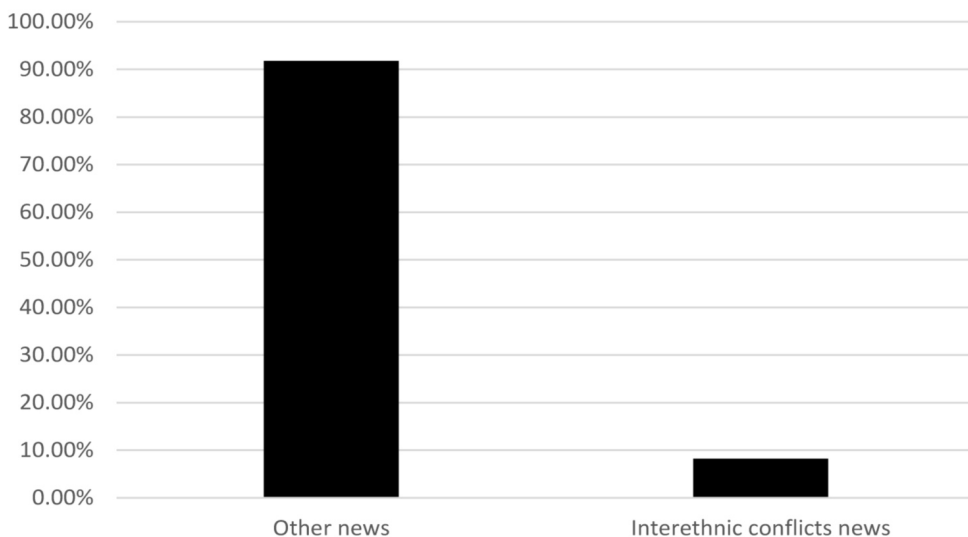


FIG. 12. The share of the interethnic conflict theme in the analyzed content

The acts of violence are described in editorials (numbers 14, 17), in articles, and in paragraphs included in articles that cover other types of information. Most often, they can be found in columns titled “Başbuzucisme” (Başbuzuc = word used to describe a violent, lawless and barbaric type of person) and “Pieces of information”. We emphasize the column “Başbuzucisme” which precisely represents this theme. The term “başbuzuc” is a name used for those Hungarians which committed acts of violence against Romanians, and “başbuzucisme” is the word used to describe their actions. In the ten analyzed issues, the column appears five times (numbers 15, 16, 17, 18, 19).

The issues of 3 and 4 December 1918 don't mention these types of news, as they were written and published immediately after the Great National Assembly at Alba-Iulia of 1 December 1918, a celebration that couldn't be spoiled with news on violent acts, even if these had taken place.

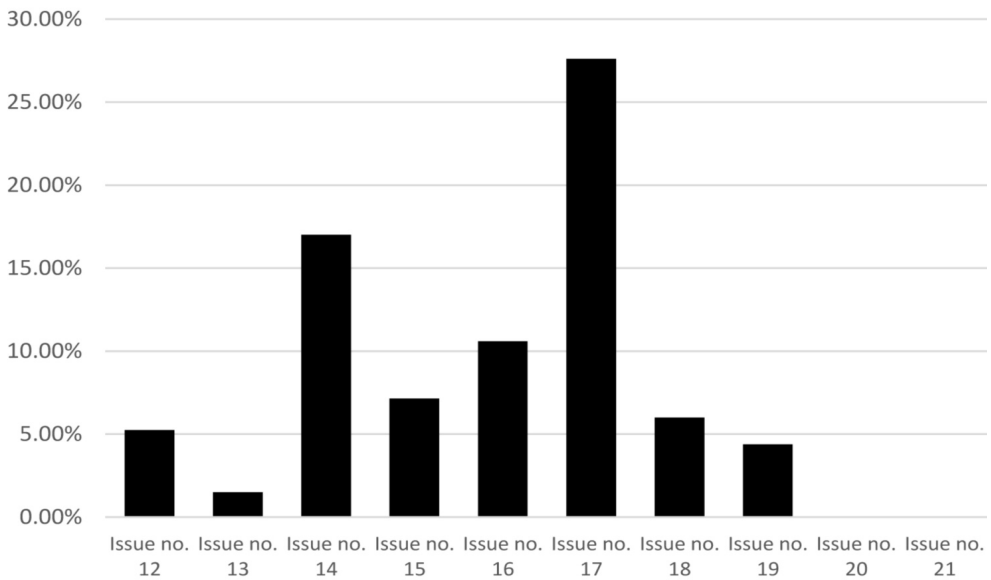


FIG. 13. The share of the interethnic conflicts theme compared with the other themes present in each issue

The words with the highest frequency in approaching the theme are: *order* (45), *gendarmes* (39), *suffering* (35), *blood* (23), *death/deaths* (21) and *Josikafalva* (19). This last word is the Hungarian name of Beliș, a village in the district of Cluj. Its frequent mention is due to a tragic event, when 45 Romanian locals were burned alive by a brigade of 60 Hungarian soldiers, at the request of Count Janos Urmanczy.

With the exception of the last two analyzed issues, in all the rest eight there are references to interethnic conflicts that resulted in Romanian people being killed, injured and physically abused in various Transylvanian localities. The statistics for these are:

- No. 13: Igrış - 16 dead, 30 wounded; Aldești - 21 dead;

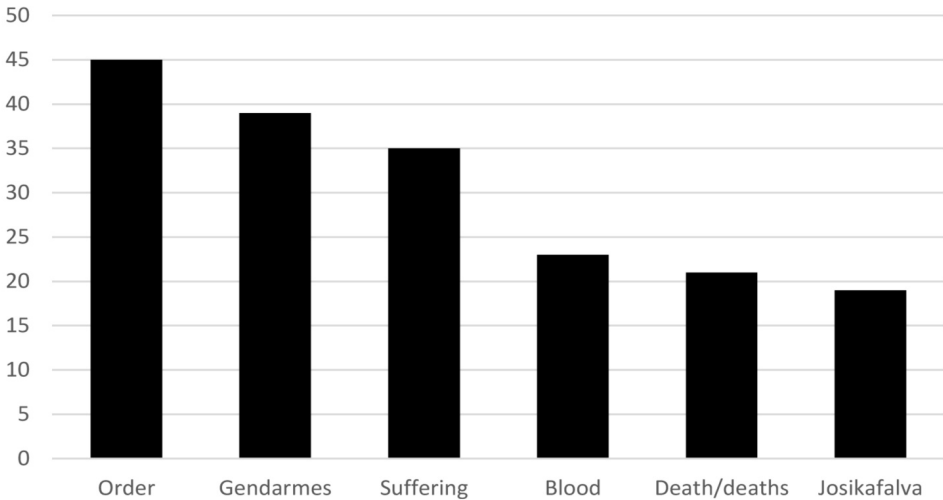


FIG.14. The frequency of keywords expressing interethnic conflicts

- No. 14: The secondary school of Arad - Romanian students physically abused; the commercial school of Arad - 1 student (Axentiu Silba) physically abused;
- No. 15: Beiuș - 2 dead, many people wounded (gunshot wounds), the local school robbed; Budineasa - Romanians mocked and wounded; Turda - a priest (Ioan Opriș) was killed; Băița/Lunca/Câmpeni - 7 dead (by gunshot); Vașcău - 10 dead (4 thrown out of a moving train, 6 tied to horses and tortured), one person wounded and imprisoned (Nicolae Bogdan);
- No. 16: Șuncuiuș - Romanian peasants were robbed of their livestock and food; Aiud - a Romanian priest (Vasilii Butar) and his family were physically abused and robbed; Arad - 2 theologians were beaten; Otlaca - 7 dead (by gunshot), the whole village physically and verbally abused; Chișineu - one dead (by gunshot); Valea-Sângeorgiului - one dead (Moise Visenerescu), 37 people beaten.
- No. 17: Borlova - 2 dead (a little girl of 6 years and a man), 7 beaten and robbed; Braica - 6 dead (buried alive); Petriș - 20 dead, the whole village verbally and physically abused; Jibou, Cuceu, Poptelec, Nîrsida - Romanian churches were destroyed; Mineu - Romanians were robbed, some young people who refuse to enlist in the Hungarian National Guard are shot and killed; Arad - a little girl is abused while riding the tram with her father;
- No. 18: Păclișa - 2 dead, 4 imprisoned, the whole village was verbally and physically abused; Grădiște - 8 dead, many people wounded;
- No. 19: Sarcia - 2 dead, 6 imprisoned; Aldești - 92 dead.

In total, in all the analyzed issues, the number of Romanian casualties as a result of interethnic conflicts are as follows: 198 dead (including 2 small children and at least 18 people killed through torture) and 90 wounded (including 10 persons who were impris-



oned without any accusations made against them or fair trials being conducted and 8 persons who were robbed of all their possessions). There is also the mention of two villages where all the locals were massacred, without their exact number being specified.

## Conclusions

**T**HE ENDING of such an analysis should answer, first of all, the question: What types of novelties and advantages does the utilized methodology bring in reference to the classical historiographical case study?

1. A first answer brings forward the advantages of the content analysis method. The important parts are the objectivity and the exactness brought to the study of extensive contents. Its applicability on certain products whose existence is independent and has a different purpose than research leads to the exclusion of specific distortions that characterize the interaction between the researcher and his object of investigation. Its costs are relatively small compared to other quantitative and qualitative methods that are used in socio-humanistic sciences. And lastly, we can talk at the present time about a real tradition in the instrumentalization of the results with the aid of computers, in a way that allows us to compare themes, historical stages, countries, institutions, etc.

2. A classical approach of our theme would abound in demonstrative citations about the role of the newspaper “Românul” from Arad in the mobilization of the Romanians, giving the reader a representation of an opinion based newspaper, with strong nationalistic tendencies. Actually, as the conducted analysis reveals, the contents of the newspaper is balanced and in the relationships with the Hungarian people and the other ethnicities found in the multiethnic Transylvanian space there are appeals to non-violence. In this sense, by using the same categories and indicators, it would prove very interesting to make a comparison with the Hungarian or Serbian press from Transylvania from the same period of time.

3. Historiography, both the one from the interwar period and the communist and post-communist ones, tend to present events as an effect of the centuries-old hope of the Romanians, to which Hungarians and other Transylvanian ethnicities adhered willingly and without any turmoil in 1918. Among those researches who are interested in this period, the information on human costs and on the conflicts which arose because of political ideologies and economic interests between the diverse actors of the events is necessary.

There are many other arguments regarding the advantages of the use of the content analysis method in historiography and, implicitly, the advantages of the theories and the methodology of psycho-sociology. What remains of utmost importance in their presentation is the necessity to place them in their respective historical context, which is obtained through the work of the historiographers specializing in that historical period.



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### Abstract

#### The Quantitative Processing of a Qualitative Symbolic Material: The Newspaper "Românul" From Arad (1918)

The first issue of the political newspaper "Românul" from Arad appeared on 1/14 January 1911. The publication defined itself as an "organ of the Romanian National Party in Hungary and Transylvania" and appeared in daily format, with a literary supplement every week. At the beginning of the First World War, the newspaper, like other Transylvanian Romanian publications of the same type, was suspended (28 February/10 March 1916). It started being published again on 26 October/8 November 1918 with the purpose of preparing the unification of Transylvania with the Romanian state. The research uses the content analysis method which entails the quantitative processing of a qualitative symbolic material. The algorithm for applying the method contains the following stages: the identification of the referenced unit - in our case, ten issues of the publication from the period 11/24 November - 21 November/4 December; setting the unit of context (the first two issues of the publication from 1911, the first two issues from 1918, respectively); transposing the hypotheses into categories (classes), and these categories into directly measurable text indicators (journalistic themes and genres, keywords, etc.); recording and processing the results. Based on the results obtained, the conclusions that were formulated give a strong argument in favor of the values of the content analysis method as an instrument of study in historical events and socio-political realities.

### Keywords

The newspaper "Românul", content analysis, categories, Union