
A Sociological Analysis on the Controversial British Documentary "Romanians are Coming" (2015)

Bogdan Nadolu*¹ and Delia Nadolu¹

¹West University of Timisoara (UVT) – Blvd. V. Parvan 4 Timisoara 300223 Timis, Romania

Abstract

In 17 February 2015 the Channel 4 has launched in UK the James Bluelme's series *The Romanians are coming*, a documentary movie in 3 parts. Following the official storyline the movie is about "the lives of poor Romanian people who seek work in Great Britain, seen through the eyes of the British people". This documentary generates a consistent opposition from some Romanian politicians and mass-media. In UK they get an opposite reaction: sympathy, understanding and compassion. We have started from observation that almost all of the people that we discuss and have a negative perception about this movie actually doesn't see it. They actually get the preview formed by mass-media. And in this case we have two diametric oppositions between the Romanian and UK mass-media. For this reason we have made a classical sociological content analysis on these three parts of *The Romanian are coming* to get the real meanings. The conclusion was that, despite the commercial profile of the title, despite the Romanian mass-media's and officials' reactions the movies have a very positive message about the Romanian people who try to get a job in UK.

Keywords: content analysis, public discourse, mass, media

*Speaker