

# Telling Real Stories. Narrative Journalism in Romania: Between Normative Theory and Practice

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**Abstract:** *This study explores the editorial practices of Decât o Revistă (DoR), a publication that established narrative journalism in Romania and promoted a distinctive journalistic approach for 13 years, differing from mainstream media. Using content analysis on a corpus of 170 journalistic texts published between 2009–2022, this research examines how DoR's style is constructed within the Romanian media ecosystem from the perspective of narrative journalism. The main findings of the study reveal a limited application of the writing techniques defined by the normative theory of narrative journalism in editorial practice.*

**Keywords:** *narrative journalism; normative theory; journalistic practice; journalistic genres; real stories; storytelling;*