

MEDIA PROFESSIONALISM – TURNING AN IDEOLOGY OBJECTIVE

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Nothing can be more ill-fated for mass media than for it to be born out of a revolution. The press that emerges from such social upheaval bears the marks of the crises, confusion, pathos and hope out of which it has emerged, as well as the inherent features of the ideology through which it has promoted its legitimacy. The journalists that this kind of press launches are deeply scared by the pathetic moments they lived through, sometimes as observers, but more often than not as actors in the events. For them, journalism is equal to making history (and not to writing chronicles of the ordinary), to mobilizing the masses, to defying the institutions and the powers-that-be, to changing the course of events, to becoming idols of the people and messengers of new eras. Born and shaped in the tumultuous days of December 1989 and the unsettle of 1990, the Romanian post-communist press is characterized not only by a multitude of media institutions and products, but also by an ideology, a professional image-set, and a mythology peculiar to it.

Between profession and liberal arts

According to sociological definitions, professions are those callings whose practitioners have come to collectively control labor and its purposes. In a study on the professional status of journalists, R. A. Beam considers that the following features define a profession:

- a) this calling revolves around a systematic corpus of theories on specialized knowledge and skills;
- b) the members of the profession have 'professional autonomy'; they are free to do their job as they see fit, but also the