

MEDIA, THE GENTLE GUARD DOG OF DEMOCRACY

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ABSTRACT

This paper aims to bring into question the fact that the press is increasingly politicized, and some of the journalists are seen as politicians' annexes. The subject is of interest as we ask ourselves whether in a complex information system the citizen still has the ability to choose his leaders directly, since journalists come to present to public opinion not pure information, but just what the political patronage is.

The general research problem is the politicization and degradation of the press, in the case of the Romanian press. The present paper proposes the estimation in a quantitative and qualitative analysis of the tendencies of the development of the politicized press and the repercussions this may have in the present and future for influencing the public opinion: abuses of the media owners towards journalists, journalists and politicians and politicians-journalists, televisions and party journalists, showing the level of political influence through surveys.

Keywords: *political, journalism, research, news, journalists, social media, manipulation, press, Romania*

INTRODUCTION

The public space has become a crisscross of which it is only with great difficulty that we understand something. The confusion is the letter of the law in the Romanian press. The politicization and the degradation of the press are topics about which the intellectuals and not only speak more and more often. General opinion: the dog guard of democrateie ceased to make noise, only from time to time stamping their puturos more. However, the importance of the mass media in today's society is one huge.

More than ever the press has the power to influence our thinking and actions, sometimes, without realizing it, giving us instead of the reality of a stereotype.

The press is the most effective and important tool through which can be influenced people's perception of those events, and those who hold these media have power handling mass readership. At stake are millions of euro business, especially the image of large economic groups and their employers.

Politicized ever since the press appearance

Since ancient times the press pressure state political and religious concerns. She pulled in front and foremost political, but not what the rulers wanted to appear. Until the 1920s, three from the 19th century, when it appeared the newspapers for the general public, the information in the media addressed financial and aristocratic elite, bankers and economic or military nobility had control over the sources of communication.

The advent of modern democracy and the two fundamental concepts: freedom and equality has resulted in changing the perception in terms of media domination. Although it escaped the political pressure somewhat with the advent of enlightenment thought, true liberation process was implemented with the expansion of communication in the public space, that is, when it was possible to equalize access to political information. From the beginning, the press has been checked and conducted by politicians. The most important newspapers in the United States, at that time, the Gazette of the United States and national gazette were puppets of the political class, being intended for direct election of the elite.

These newspapers depended on the financing coming from the leadership of which have clear interests. The journalist was not merely an ideological voice, whose voice was complied with the requirements of the owner. The party, as they called it many has resulted in the imposition of a journalist servil at all, independent, Docile toward the power which he coordinates and dependent upon the owner or financial partinic which dictates the information which must be spreads like a poison among the public opinion.

Freedom of the press has really occurred as late as the 19th century, the Anglo-Saxon space, starting from the idea of Locke who said that human freedom must not be constrained by the British Philosopher known in the Victorian period, John Stuart Mill, one of the most influential liberal thinkers of the 20th century, the "freedom" or "Liberty press" sees press freedom as a way of free speech of citizens. Thus, any enclosure of speech turns into an enclosure of civic freedom.

The journalist is, accordingly, a representative of the natural rights of the citizens, he has no superior rights over others, but it's an individual endowed with a range of capabilities that helps him communicate to others their own optiunui. This idea has gone and Thomas Pain, the first journalist charged with

calomie. The process in which the journalist was tried and defended his right to continue practice this profession, with the justification of constitutional rights to freedom of information and freedom of expression.

Information about the right to speak and Walter Lippmann, who argues that the truth comes out to light only if they have the free debate which is taking place may not be pressed by any constraints. The press, however, cannot be free unless he is assured a free and competitive economic environment. "Free market of ideas is that the field of cultural production (and thus political) in which the individual exercises his functions in absolute mode private person without being vexed by the violence and aggression." (Pop, 2001).

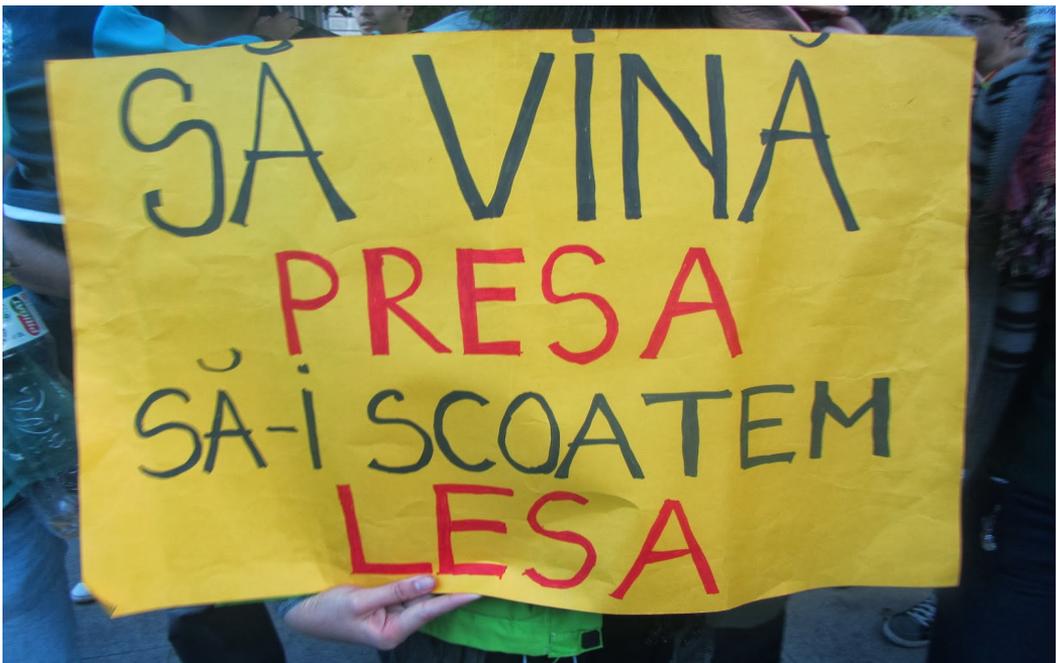
The role and functions of the political press and journalism

The phrase "watchdog" associated press has its roots in the very free-market ideas rationales and public manifestations by individuals. Citizens who empower politicians, and to have control over them, convey some of this power, and journalists. Thus, two major functions meet journalists: people are properly informed and monitoring the work of politicians. Monitoring involves constant verification and exposing criticism of politicians actions and activities.

Informing means supporting trust decisions when they are beneficial and critiquing them when they are doing more harm than good. Both, however, should be made only in the interest of the readers, who at some point become voters. There are therefore two ways in which the media may relate to political power: the politicians want to redouble your power, and journalists have a duty to resist tension coming from them, and that's because citizens are deformed information subjects coming from the side of political power. Politicians follow, so they disguise their actions, and jurnaliștrii are designed to support public debate and determine the public to participate in decision making.

Alexander Micklejohn has outlined two functions that must be satisfied by the journalist-watchdog of democracy. The first function is the most informative and refers to the fact that the press is the one that makes dialogue between citizens and power, helps people to choose their representatives, correctly urges representatives of power to be responsive to the requirements of cetățenilor and constrains the actions of power to address aggressive individuals.

The second stated function is critical for the function Micklejohn, it presupposes the fact that the press makes all the power of the moment to go through critical and analytical filter, this function references and the fact that journalists are people who shall verify that the projects and programmes, political advertising on those who do not respect commitments and rules of the game.



Source: www.stelian-tanase.ro

It is clear that the media respond to certain needs of the people. At the same time manifesting and an influence on the social environment, resulting in changing the shares communities. Starting from this premise more thinkers including journalists, philosophers and statesmen have been interested to know what place holds media in social life, what connection exists between press, individuals and institutions, as it carries out these interactions and what power do they have influențare. But, above all, the media's role is to inform and should fulfill this role regardless of the obstructions that interferes.

From the amalgam of media functions recorded since 1948 to the present, six functions are mentioned as reference: the function of information, prevention, interpretation, "linkc", cultural, entertainment. They can also be added to the critical function, but also the deliberate manipulation of political processes.

Political oversight by the press plays an important role. Since journalists are the ones who select and determine what are the events of the moment, what political news deserves public attention, and which ones will be ignored, the political actors are always watching and ready for action. Analyzing the role of the journalist, David Randall said, "The role of a newspaper is to learn fresh information on issues of public interest and to transmit it to readers as quickly and as accurately as possible, in a fair and balanced way. That's all" (Randall, 1998).

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do they have influențare. But, above all, the media's role is to inform and should fulfill this role regardless of the obstructions that interferes.

The success of the media entertainment is due to the fact that he did not proclaim a big budget. Caracheo has in his introduction to the media an idea described by Neil Postman: "essential Problem is not that television provides us with entertainment, but that it treats all topics in the form of entertainment (...). This means that the entertainment becomes over-saturated ideology of any argument on television " (Coman, 2007).

Political Journalism Concepts

"If you had to decide between a Government without newspapers or press without Government, I wouldn't hesitate any moment to choose the second variant" (Thomas Jefferson)

Political journalism takes up most of the space in the media and that's because the political influence the actions of other sectors of society. After the well-known political analyst Claudiu Săftoiu: "political Journalism means that segment of mass communication that achieves, in a continuous process of reciprocity, and communication between consumers and the political message, on national levels transnational and directly connected. Political journalism influence a decisive penetration power, quality and consistency of the message " (Coman, 1999).

For example, if gasoline is Eurovision final, the news media will emerge all sorts of items addressed from all angles, but the televised debates and long and that's because this change that affects the whole population of the country was a decision of the people policies. The journalist is one who decides which topics will appear in front of the audience, he does give life news and the one who has the power to set off political actions which he considers to be important.

Therefore, the journalist is in charge of how the message gets to the ears of individuals from a company. In the case of the Romanian media not infrequently journalists truncate topics or statements of politicians to get the desired effect and Dr. Radu public. Journalistic environment seeks to present more sensational side all the time, even from political events and that because such an approach seems to attract a growing audience. As a direct consequence of this, the information policy became for the media kind of genetically modified food.

James Curran is one of those who argue that the mass media should contribute or contribute to the democratisation process. "The author keeps paternalistic the definition of Habermas, but rethinks the media as public sphere is presented as" a place between the Government and society in which private individuals exercising control over a State formally, by choosing the Government, and one informal, through public pressure" (Saftoiu, 2003).

Through public debates people have access to information, can analyze the reaction and actions of politicians whom i have chosen, or you are going to choose on the basis of this information and its forms value judgements whereby at some point they will penalize some or on others. About the importance that the media plays in shaping public opinion and speak liberal theories which gave the press the status of the fourth power in the State.

Political journalist arrived today an intermediary between the information must convey and political pressure. Be recorded even a competition between political opinions of journalists who consider certain issues as important for citizens and politicians ' opinions in relation to this. New communication channels, increasingly more and more extensive, they backfire upon informing individuals.

Though people should be more informed are increasingly more misinformed. This is possible because as noted Bertrand Miège is "fragmentary" information in "spaces, which are not connected with each other".

Since ancient times, political power has attempted possession and on the means of communication, to dominate or to integrate those information you difuzau affected the political programme and were inconsistent with the image they wanted to appear before the electorate. Doru Pop says: "Political communication refers to the interaction between Government and the governed and describe relationships, psychological influences, and social changes stemming from the times here. At the level of political relations, it manifests as a communicative exchange mechanism, between receptor-manifested as voter-and transmitter-as the source. Relations differ depending on the transmitter (reducing political communication to specific political or State institutions) and communication theories that define them. In the first approach, a propaganda-type-control politicians in mobilizing citizens to spread ideas and to better prepare the ideological supporters " (Pop, 2001).

The media is the one that contributes to the formation of people's opinions about politicians and political environment generally, the harden them or changing their views. An important role is played in this respect and opinion leaders, those people who represent authority, one for individuals and society through which they expose themselves in public space will influence the opinions and the views of those who share way of thinking.

After 80 years the information conveyed via the media suffer a decisive transformation, in the sense that spread to all mass media led to the possibility of spreading political message in all corners of the world and allowed more easy-handling comportamenului people.

Therefore, the evolution of technical means in the field of comunicării of influnețat mode of action of journalists, politicians and the public. Thus, the political field is subject to technological era and folds the political message after the new requirements.

However, changes in the scope of the communication went as it says and the creation of a Săftoiu Canizares type press which resulted in tabloidizarea and trivializarea policy. The desire to create a political message accessible to all and which to fold the need to bolster an active dialogue between elected people and voters, but also visibility rush of politicians has led to the emergence of a political message less consistent and the formation of a speech banal.

In this world created by new media, politics is the one who leads the citizen to become an actor involved in community life. Furthermore, Săftoiu Canizares analyst argues that new media has understood to exploit audience interest for entertainment, offering a tailored policy information, formulated and launched as a product of true entertainment. In a world of information democratisation policy becomes an important player in the game's commercial interests who put monopoly on media.

Therefore, the new time media has the ability to transform a personal message in a message with a political tinge. We see more and more how shop broadcasts media space and suffocate the excess of political messages. History of Romanian mass-media shows us that this kind of shows he appeared in Romania in the years 95-96, and some of them are: "Teo", "Babylon", "Coffee with salt".

The media is an indispensable medium for politics, the press being the channel through which politicians can become popular. Press space is virtually principaul, through its citizens form opinions and choose their

representatives. Therefore, the relationship between politicians and the media is the one on life and death.

Press the lever on the top is the puşii community to the fullest and wears without which their lives would be dead. There are several types of political communication: communicating, communicating presidential Government, carried out by local forces and carried out during the election campaign. Because of these transmie messages organsime to propagat within the community is needed in the media, which thus becomes the glue between politicians and the electorate.

POLITICS, DEMOCRACY AND THE MEDIA

"Democracy is a political system badly, but the best of those who invented them mankind so far" (Winston Churchill)

What is the relationship of man with political journalist? It depends on the case. When the journalist is blank for a handful of money relationship has no way to be other than that of the employee and employer. In the world of journalism runs otherwise all sorts of phrases to describe such types of folks: journalist-million, journalist or journalist-beer sold. Most are, however, agree with the phrase "juranalistul prostitute", which alludes to the bondage that journalist accepts.

The relationship with the world of politics political journalist

The relationship between journalists and politicians is one vital to the interests of all. Unfortunately, journalists are seen not as a means of politicini by which the political message reaches the ears of the electorate, but as a aduntură which must be purchased. "Journalists are seen as a kind of" filters "or" guardian "(gatekeepers) of output messages in the media. They position themselves between politicians and voters, and it is generally

accepted that politicians communicate with their voters by political journalists " (Pop, 2001).

Interpretation of facts and information assumed that after an event, in the media, there are all sorts of comments that the event helps product to be explained and understood until its inner meaning. Interpretation can be made from two perspectives. The first occurs from the selection that journalists do when they choose the subjects they want to document them and will make them known to people.

In newsrooms, journalists rank the events according to their importance, but also in terms of the field to which they belong. This selection and ranking "implies both a value judgment, and a trial, not always perfectly lucid, realistic interpretation of according to a set of rules, representations, symbols, etc." Interpretation of the facts is achieved when a news event or on any comments or opinions are issued. The journalist, however, bears the burden of knowing to differentiate the unbiased information and commentary.

Journalistic genres through which information can be commented and rough interpretation are: commentary, editorial, pamphlet, caricature or Chronicle. In the case of television talk show is a genre that has grown a lot and that consumes a lot of air time.

Genre that raw data can be reviewed and interpretation are: commentary, editorial, pamphlet, caricature or chronic. For television talk shows is a genre that has grown dramatically and consumes a lot of airtime.

Most of the times this kind of broadcast talks by various invited does not propose to make it an issue, but to turn it into a show, in a media show. Interpretation function must return people with notoriety, specialists in fields that are discussed at that time.

But the media is for individuals the institution with which they entertain at low prices. Accessibility in this case is the watchword. The entertainment media is not a phenomenon only occurred to us, he has swept like a fever media worldwide. The success of the media entertainment is due to the fact that he did not proclaim a big budget. Caracheo has in his introduction to the media an idea described by Neil Postman who says: "The problem is not that crucial television provides us with entertainment, but that it treats all topics in the form of entertainment (...) This means that the entertainment becomes over-saturated ideology of any argument on television". (Coman, 1999).

Romanian press is sensitive to entertaining and scandal. Divertismenul is the food, newspapers and televisions. Even in the evening, the audience delighted to assist the seci jokes from his shows Dan, where characters like Sinziana Weed, Mara Bănică, Sergei Mizil and other personalities "who sell" plays in a disgraceful spectacle from which we choose whether or not to assist. Sure, your question is trânteste in the face every time you respond to is one: "Why not change the channel if you are comfortable?". Some of us know how to do this and not remain quartered in such slum kids, divertismențială, but the rest are downright drowning in this stuff. Instead take the position nepăsătorului should we care about the fact that our peers, neighbors, relatives, young people form the electorate of this country are seduși these media phenomena and move with the thought that work in the area of subjects more than instincts and feelings to me.

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Free and quality journalism is inevitably tied to this financial independence. In the case of the Romanian press things started to go even harder in terms of financially after the financial crisis in 2009 that resulted in the firing of 3000 journalists. All have since been closed and many publications disappeared and funding from advertising What threw the press in the clutch of political control.

Vulnerable to political and economic, the press began to support politicians who provide money. Politicians have not hesitated to impose its wishes in the editorial staff of daily newspapers and to leave their mark over how to approach the topics in journalism. Being financially many of Newswriters control have been told the rules of the game and have provided biased news, making deviations from ethical rules of the trade.

Copyright contracts are another measure used by employers to financial blackmail employees who see themselves forced to accept and such form of payment only to have a minimal gain.

The report shows that from 2009 FreeEx Holding has experienced a loss of 13 million euros in the year that has ended. Total losses in the commercial register is 32 million euros. Newspapers, Public interest Remedies, Engineer-all Media belonging to the Group Holding-Laila have been affected by a strike for failure to pay wages. Several journalists from the guardian and the day they summoned to court for failure to pay the owners of certain rights, especially wage overtime.

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