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DAILY LIFE REFLECTED IN THE LOCAL PRESS

**Case study: Municipality of Vulcan in the Jiu
Valley**

PHD THESIS SUMMARY

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KEYWORDS

social life, community, society, press, communication.

INTRODUCTION

By nature this notion of everyday life. We can notice that everything we hear shimmers and without give due attention,, we call everyday life. Our world is today an amalgam of problems that can keep both of individuals and of society, they can influence each other with consequences serious enough on one of several systems, one example was 'The Tragedy in the Collective club' which caused a hysteria in all public and state systems.

All ages traversed by social instability and fluctuations politico-economic press called 'the fourth state power' has a primary role in the organization and reorganization events taking place in society, the opposition, electoral campaigns, sensational revelations by crisis and remakes, idolatry and iconoclasm.

Amid the era of the image, print media still occupies an important role given that the only difference between cinema and television and radio transmit, in turn, the word, the press deals with the written word.

In order to create a clearer vision, deeper about the peculiarities of development or decline of print media, we used an analysis of it over a period of three years, namely 2011, 2012 respectively 2013. The newspapers where it was done the analysis were 'Jiu Valley Chronicle', 'The Morning Gazeta' and 'Jiu Valley newspaper', the latter being the only publication that did not give me the papers made available for analysis.

Adding an extra value we conducted a first analysis omnibus research based on a questionnaire that included 45 items, applied to a sample of 336 people in the city of Vulcan, aged between 18 and 70 years old.

The interest in studying this issue of social life reflected in the local press, its specifics in journalism, and was one of the main social interest that caused me to research the subject.

Another interest of this research was the journalistic materials that contained certain keywords, so articles on aspects of social life, and other topics and events that involved one way or the other community members studied me.

Starting from the belief that media image contributes much to the good development of the community we formulated the following hypotheses:

- „If the press is performed from the perspective of political, economic group, the real picture of social life is distorted in general"
- „As some events have a political content, the more there is a greater tendency to distortion of reality "

The novelty of our approach is to produce an image on the whole concept of social life and the press, with what is most important in defining the terms.

Although the press is considered to be the "fourth state power" and that can change the fate of a community, it has done nothing in the Jiu Valley than to recount many events that have remained locally, passing to the next level to have a journalistic style more "aggressive" in promoting the idea of national solidarity and to draw the Government's attention on the situation in which the Jiu Valley is.

Another element that constitutes a novelty of the this study is the analysis of the content of newspapers, „*Cronica Văii Jiului*", „*Gazeta de Dimineață*" și „*Ziarul Văii Jiului*". This analysis will show if press in the Jiu Valley is ready to evolve from the media point of view.

To determine the elements that describe the daily life of this area we used the bibliography which refers to daily life in general.

Next, we present the structure of the research records of this work. The thesis consists of four parts. The first part, Theoretical Considerations on the concepts of social life, society and politics, daily press and the urban community that contains five chapters. Part two, The perception of the inhabitants of the communities studied through a survey. The third part, Analysis of the content of newspapers: „*Cronica Văii Jiului*”, „*Gazeta de Dimineață*” și „*Ziarul Văii Jiului*” transposed to the four dimensions: Demographic and Social Dimension, Economic Dimension, the Political Dimension and Cultural dimension. And in the fourth part are presented the three points of sale newspapers in the city of Vulcan.

PART I THEORETICAL CONSIDERATIONS ON THE CONCEPTS OF SOCIAL LIFE, POLITICAL SOCIETY, THE DAILY PRESS AND URBAN COMMUNITY

➤ The first two chapters clarify the term of „Social Life”, its evolution in sociological thought, its ubiquity and its constituent units in the field of sociology.

➤ In the third chapter, namely, „Society and Communication" I tried to make as many connections between communication and the rest of social life.

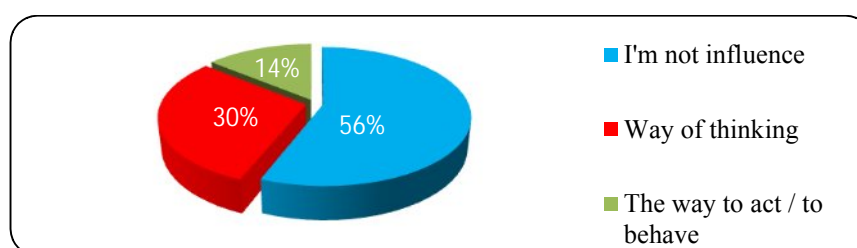
➤ The Chapter „Daily Press" reveals just how such media derives its information from external experience and turn them into events, highlighting their effects on the public, and specific techniques to achieve their consistency.

➤ The Chapter called "Political Society" is an intro theme chosen for the research paper. In other words, it was necessary to mention that the political nature of contemporary society, the specific political sphere and how it affects the daily lives of individuals.

➤ The last chapter of the theoretical part, namely „The Urban Community " is presented to us the concept of community as well as a brief overview of the community studied by me, namely The Municipal community of Vulcan.

PART II RESIDENTS' PERCEPTION OF THE STUDIED COMMUNITIES THROUGH A DIRECT SURVEY

Each of us is bombing especially information via the Internet, television, newspapers, etc. But do we ask the question: do we know clearly the origin of messages and what effect they have on the way we act and behave. Half of the respondents are not influenced by the media. (*Configuration No. 1.7*)



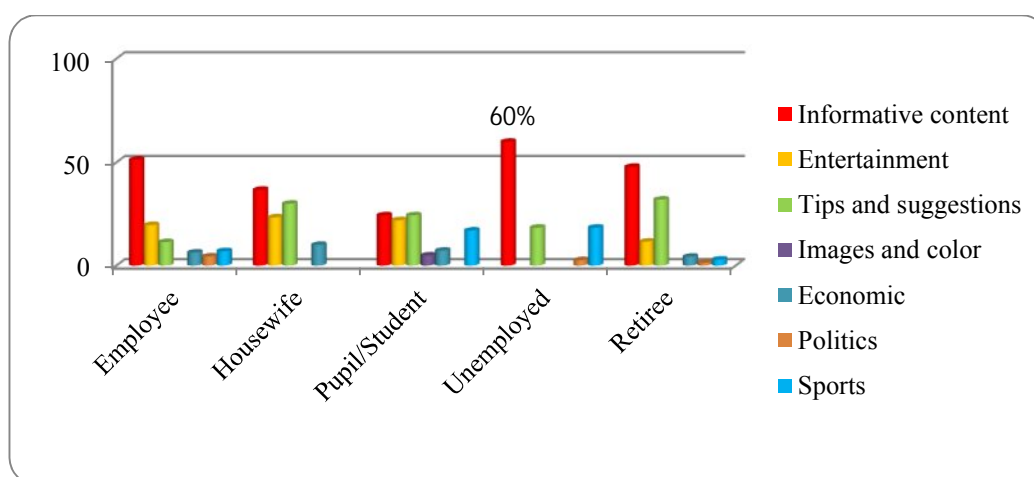
Configuration No. 1.7 How the reading of a newspaper influence you

Wondering what publications prefer, almost a third do not have a, but read different publications; less than a quarter have as preferably „Ziarul Văii Jiului”, 13.7% prefer "Libertatea"; 8,3% „Click”; 5,65% - „Gazeta de dimineață” as well as „Cronica Văii Jiului”; 4,46% „Gazeta Sporturilor” etc. (see table no. 5.7).

Table No. 5 Favorite Publications

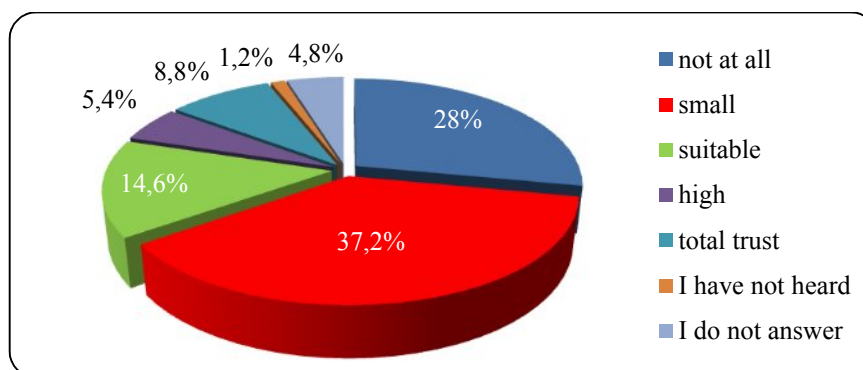
	Frequency	%
I haven't but read different publications	102	30,35
Ziarul Văii Jiului	63	18,75
Libertatea	46	13,7
Click	27	8,03
Gazeta de dimineață	19	5,65
Cronica Văii Jiului	19	5,65
Gazeta Sporturilor	15	4,46
Gazeta Văii Jiului	10	3
Prețul Exact	8	2,38
Reviste	7	2,08
Hunedoreanul	6	1,78
Evenimentul Zilei	5	1,47
Others	4	1,2
Curierul Văii Jiului	3	0,9
Cancan	2	0,6
Total	336	100

Pentru o mai bună vizualizare asupra principalului interes manifestat de cititorii de presă am efectuat corelația dintre ocupație și principalul interes manifestat pentru lecturarea de presă (*configurația nr.2.7*) unde se poate observa că mai mult de jumătate din respondenți care s-au dovedit a fi șomeri preferă un conținut informativ pe când celelalte persoane active / inactive au aceeași interes urmat de sfaturi și sugestii (culoarea verde) iar în final putem amintii și divertismentul evidențiat prin culoarea roșie.



Configurația nr.2.7 Corelația dintre ocupație și principalul interes manifestat pentru lecturarea de presă

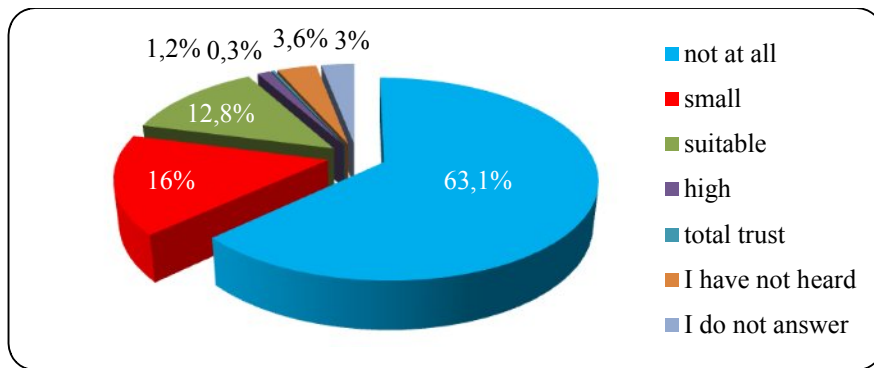
Mai mult de o treime dintre respondenți au afirmat că încrederea lor în primarul al municipiului Vulcan este una mică. Mai mult de un sfert nu au încredere în acesta iar mai puțin de un sfert au o încredere potrivită. (*Configurația nr.8.7*)



Configuration no. 8.7 The trust in Gheorghe Ile

By making the correlation between gender, occupation and trust (see the table with the triple correlation nr. 15) in Gheorghe Ile most women have a small retirement trust it followed by a male majority who have no confidence in him.

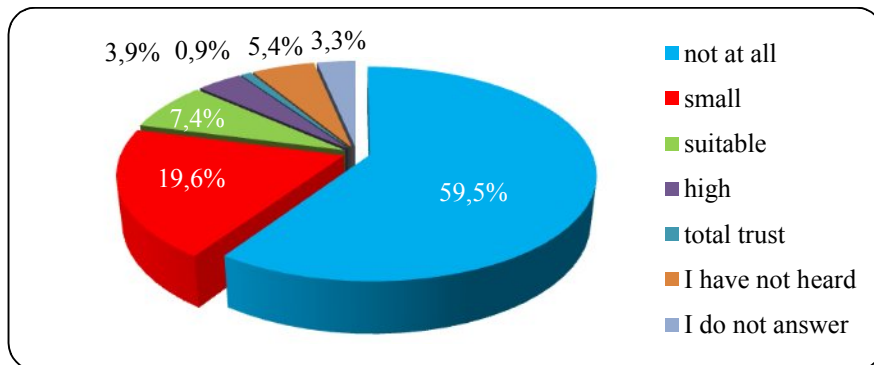
More than half of those interviewed do not trust the former President of Hunedoara County Council and, less than a quarter have little trust in question at all. (*Configuration No. 14.7*)



Configuration no. 14.7 The trust in Moloț Mircea

By making the correlation between gender and occupation, confidence in Mircea Moloț shows that most women have no retirement trust him followed by the household. (see the table with the triple correlation nr. 21)

The same situation is also Deputy Resmeliță, which according to the batch to be researched is not trusted, the reason being a fairly obvious by the fact that he was involved in many scandals this year. (*Configuration nr. 16.7*)



Configuration no.16.7 The trust in Resmeliță Cristian

In terms of gender, which is not popular, it is the women, despite a flawless images from Mr. Resmeliță and their occupation is that retirement home.
(See table of correlation Triple No.23)

PART III ANALYSIS OF THE CONTENT OF NEWSPAPERS: „CRONICA VĂII JIULUI”, „GAZETA DE DIMINEAȚĂ” AND „ZIARUL VĂII JIULUI”

The three newspapers mentioned above are translated into four dimensions, namely demographic and social dimension, economic dimension, the political dimension and cultural dimension.

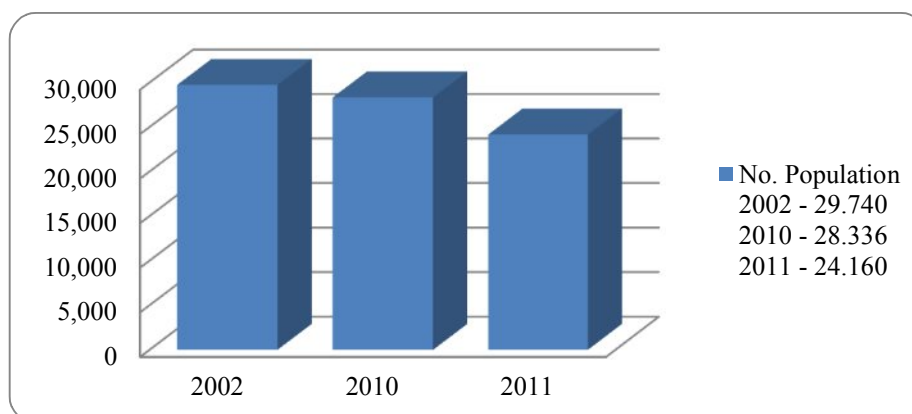
This dimension very important for the whole community studied and society as a whole has a decisive role in her everyday existence of each of us.

According to the plan of development of the JIU Valley 2014-2020, 20 October 2011, stable population of Vulcan was 24,160 persons, of which 12.065 women respectively 12.095 men. In relation to the situation existing at the previous census in 2002, stable population decreased by 5,580 people by reducing the growth rate of natural increase and migration' (Source web no.3, Bibliography: p. 215, [web:http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf](http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf))

According to an article presented by Monika Baciú (2013) within the Cronicii Văii Jiului, thousands of hunedoreni aged between 45 and 50 years is retiring each year. At the level of the County are registered with more than 5000 of retirees that have ages between 40 and 50 years. Most of them are in the Jiu Valley and that because most people working in the mine, and this leads to their retirement in old age "young".

The situation in the JIU Valley as its geographical position is such that neither create suspicions the authorities of Hunedoara County and outside of this area, that will be carried out in all sorts of later ranging from the theft of all kinds (electricity, coal, copper, timber, etc.), cigarettes, drugs trafficking, acts of misappropriation, usury Act.

Following the revision of the electoral lists of the municipality of 21.10.2013 Vulcan, the population was 22,505 people. As we can see, there is a discrepancy between the number found in 2011 by County (configuration no. 1.8) and found the INS (Table. 1.8) of 3838 people, the reason is one that can keep attracting funds in this municipality (reporting a higher number than in reality).



Configuration no. 1.8 The stable population in 2002, 2010 respectively 2011
(Source: Department of Statistics Hunedoara)

"The decrease of the population poses a real threat to the sustainable development of the long-term, especially in conditions of ageing of the population, imposing measures is the creation of new jobs and attracting and keeping young people in town. (The development plan of the Jiu Valley 2014-2020, web source no. 3, p. 215, [web:http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf](http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf))

The economic dimension of the Vulcan is given after a Swot analysis carried out by the local Council and Vulcan in which we are presented: the strengths/weaknesses, Opportunities/Threats (web Source (No.3, Bibliography, p. 215, [web:http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf](http://www.e-vulcan.ro/HCL/plan%20strategic%20de%20dezvoltare/Strategia%20Locala%20Vulcan%202014-2020.pdf))

In terms of strengths, they are:

- Significant tourism potential by developing, including European funding infrastructure for leisure and accommodation;
- Rich natural resources in the area (berries, mushrooms, herbs)
- Available labour force and young
- The existence of the possibility of connection to utilities tourist facilities.

The weaknesses are:

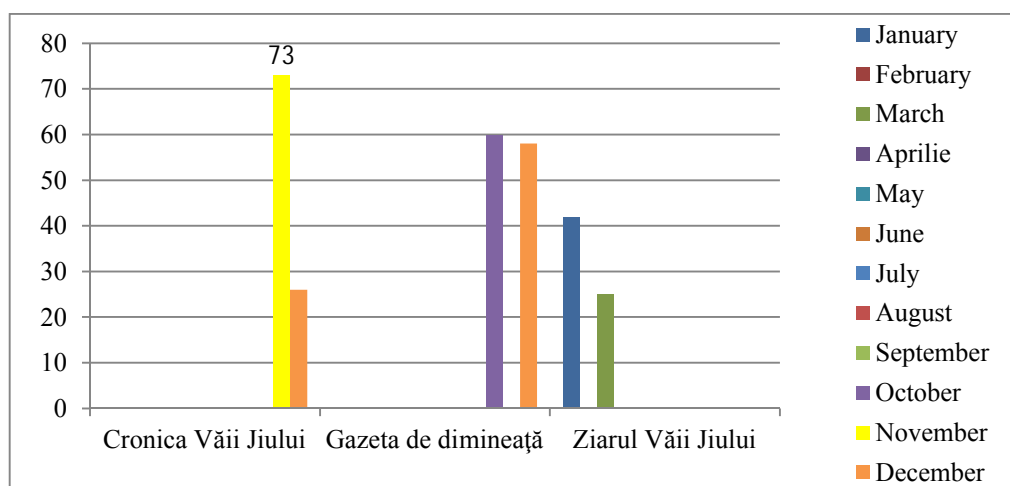
- mono industrial City;
- existing workforce qualifications are largely not adapted to local labor market demand;
- The lack of jobs, especially for the age group over 50 years
- The training courses conducted does not cover the retraining.

Vulcan city, dressed more "political clothes" that did not give a good image of this city just as the conservative, democratic party this year and can "coat" national liberal party.

In my opinion, any successful community would need driven by a principle rarely heard today "I want! Educated people, quality and common sense" to do something that cannot wait for anything in return.

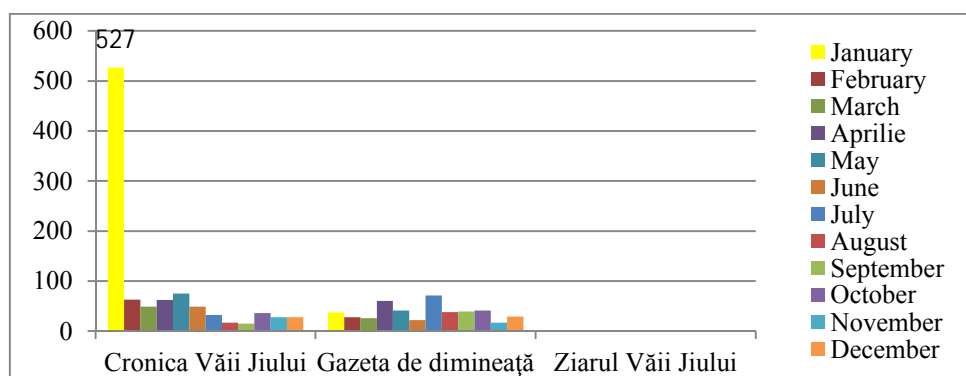
The period 2011 - 2013 was marked by radical changes in the political namely 2011 - PDL; PDL 2012, 2013 - PSD. Despite the Liberal Democratic Party government in this period, two publications have highlighted political, that was spoken more than the National Liberal Party.

We notice a strange phenomenon in all three dailies transformation and processing of their in 2011 also that in Cronica Văii Jiului are presented to us only in November and December; Gazeta de dimineață also two months October respectively December and in Ziarul Văii Jiului the first months of the year, January and March. (*Configuration no.3.8*)



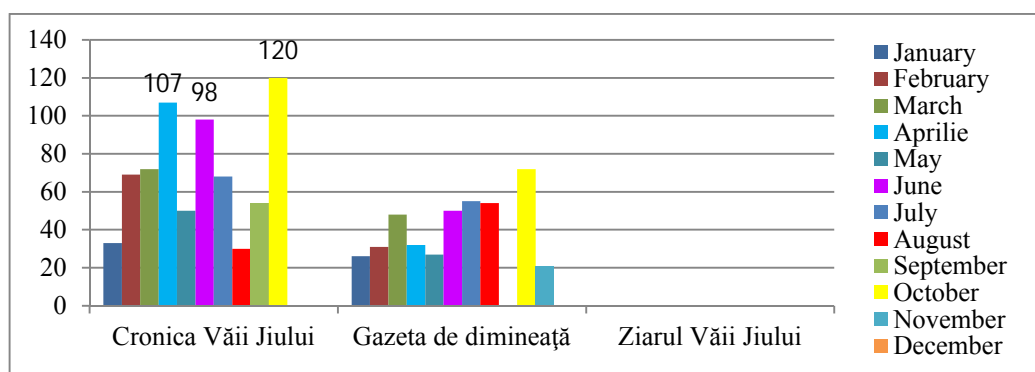
Configuration no. 3.8 The absolute frequency of the Liberal Party on the three newspapers analyzed in 2011

As we can see in the figure below (*Configuration no. 4, p. 132*), the national liberal party has the most appearances, they are given several articles that were circulated around the local Council of the municipality namely "counselors PSD, PNL also PRM Vulcan boycotting the work of all the mayors in the Jiu Valley" (Marius Mitrache, Gabriela Rizea, 2012); "PNL and PSD Vulcan, divorces from Dorel Şchiopu" (Anamaria Nedelcoff, 2012); "Şchiopu fooled by" fox "(Diana Mitrache, 2012)



Configuration no. 4.8 The absolute frequency of the Liberal Party on the three newspapers analyzed in 2012

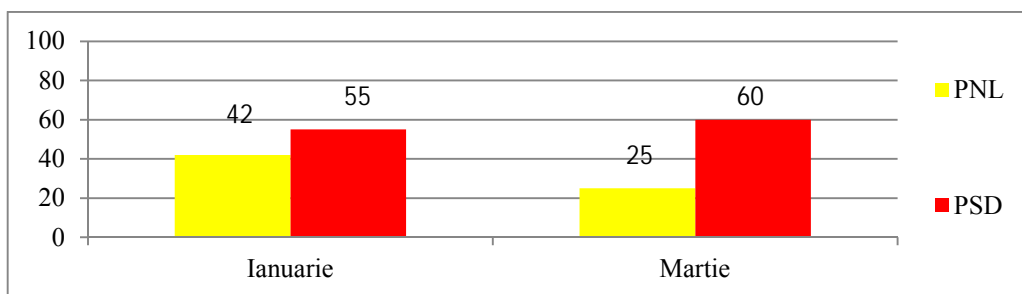
Making a comparison among three dailies about the emergence of the national liberal party in that they have noticed a more intense promotion of the Party on behalf of the Cronici Văii Jiului which can be seen in *Configuration no.5.8.*, October - 120; April - 107 and two times 98 in June of 2013.



Configuration no. 5.8 The absolute frequency of the Liberal Party on the three newspapers analyzed in 2013

As we noted in section 7.2 on the methods and research tools, the daily Newspaper of the JIU Valley was the only one who has not made available the papers citing various pretexts towards analysis that does not have database formats and may not be transferred. Finally one person whose name I do not want to disclose who gave me the stick, so-called personal, newspapers in pdf format. ', which proved to be in different format and made several extensions to disguise their presence on the stick. Making the files in Quark format then in pdf. and them with the program, A-PDF Merge ' resulted in a number of 13 newspapers (January) and 8 newspapers in (March) 2011.

Although I was put at its disposal just two months of daily Newspaper, the JIU Valley, ' I wanted to see the frequency of occurrence of PNL and PSD in it. I found an occurrence of the Social Democratic Party which leads to the conclusion that this could be daily under the ' wing ' PSD.



Configuration no. 6.8 Frequency of LIBERAL party and PSD in Jiu Valley's Newspaper on January respectively in March 2011

PART IV THE THREE POINTS OF SALE NEWSPAPERS IN THE CITY OF VULCAN

At the end of this study we could observe many aspects of the future of media that takes place in the municipality of Vulcan.

Following the interview took from one of the points of sale, the seller has stated that in the next two years could close the two points he holds him and his wife, the reason being the number of poor readers and their purchasing power, stating that the desire for knowledge and information still exists among readers.

After discussion with one of the sellers, we learned that many publications such as: „România Liberă”, „Jurnalul Național”, „Gazeta Sporturilor” și „România Mare” have never been distributed in the JIU Valley area due to the costs of distribution and imposed by them for sale, they will be distributed in the County of Cluj, where purchasing power is much greater.

We can say that the stores appear and disappear quickly after the whim of management and development of the company; „Newspapers have become today a presence so trite way that their reality is part of the invisible environment that surrounds us and says 'Maxim Danciu (2003, p. 98)

Due to the fact that we are witnessing an ageing and migration of population in the JIU Valley, the portrait of a reader is a third age, preferring the tabloids and magazines, studying natural products.

The Paper ends by presenting the conclusions and suggestions, which have resulted from the hard work. Followed a specific bibliography research, offering a wider vision on the analysis of press and last but not least, putting at the disposal of the parties concerned a scientific support, for a consistent theme of deepening, which is ever more present.

CONCLUSIONS AND RESEARCH LIMITATIONS

To quantify the extent to which our research hypotheses were confirmed or not, briefly reiterate the conclusions we reached interpreting data obtained from the practical phase:

"Following examination of the three dailies, it was found that in general release in the Jiu Valley is performed from the perspective of political, economic and social life overall picture is distorted which confirms first case of this research".

"With regard to the second hypothesis, that" since events have political content, the more there is a greater tendency to distortion of reality "was confirmed, as some political content exposed in the media has many untruths from those linked the livelihoods from tourism and ending by saving mining projects".

Although the media locally the impossible problems faced at the national level, community is not doing anything to change the fate of this area that day breaks down easily. '

It was found that less than half of household and those employed are afraid of a possible disease; 34.1% of pupils and students are afraid of their future and the unemployed and retired people have a fear of prices and eventual disease. '

It was found that unemployed as household persons, the household of female gender are more pessimistic with regard to trust in others (83.3% of the unemployed don't trust Dănuț Buhăescu-Table No. 13, Correlation Tables), (80% household, 90.9% retirement don't trust Păducel Ilie -Table No. 22, Correlation Tables), (80% residential, retirement 93.9% don't trust Resmeliță Cristian -Table No. 23, Correlation Tables) , (80% residential, retirement 93.9% don't trust Molot Mircea -Table No. 21, etc.) and not leave affected by related information in print media (table no. 34, Correlation Tables)

'It can be seen that! No The „Outliers measurements,, of EU and IMF have pushed us to close our current political class mining but who represent us in government and have sought alternatives to mining and tourism, retraining courses or by creating companies of closures me nor how to prepare projects subsidization of mining equipment needed to give working people and bring new life saving profile".

"While the government put padlocks on the gates mines in Europe 2012 and the world coal production had the highest growth, where China holds supremacy in the production of coal in the world - 26,000 mines, with 8 million employees".

Majority of the articles in the three daily newspapers have a rather high political content

In the analysis done over the two dailies has emerged that they are based on a commercial press and promotion of the political class in particularly that in my vision could disappear in about 2 years

More than ever it can be seen from the analyses made, that women are less influenced by informational content that the written press deliver.

"The degree of reliance in both the public and people in the media environment is also reflected in the three newspapers analyzed"

According to the subjects, the press promotes stars -36%, followed by human stupidity-24.7%; sexuality-17.9%; comedian-13.4%, and 8% -rapid enrichment while in analysed press is promoting politics, cases of corruption and the economic status of JIU Valley, etc. '

The written press often contribute to a change of the importance of the numbers so as to reflect a particular perspective on a sociological fact presented in the report, depending on the specifics of publication, and/or political partisanship

(where applicable). Simplifying, the manipulation of the behavior of individuals in a certain sense from the interest group that considers that a certain type of report is submitted to the general public on its part will generate a favorable reaction. '

"We live in a society where speed exceeds the speed of processing information and processing of certain information."

We can say that what failed the great dictatorships of the 20th century, meaning to destroy journalism as a form of expression of free conscience the, primarily moral manages the consumer society in this new millennium. '

The profile of the journalist is no longer the same it was in the 90s, where the journalist was a person that fights for public welfare, investigating, identifying the evil out of society and puts him in the spotlights and then to be discarded."

"Today journalist is one canvasser who sits in information flow and no longer creates, no longer interested in the structure of qualitative audiences intellectually, of instruction and so on. He is interested in only one thing, namely the incomes of that public "

Slowly, slowly, the press becomes an annex of published today, is something that is put on near a commercial.

The written press is dying is a matter of time and its transformation to become a bibliophile memory. The main source of news to the public in the future will be the Internet.

"Media accompanies the individual throughout his whole life, a life quite demanding in terms of information content that comes big enough to guide his conduct."

Some press institutions should educate the public, to popularize a culture.

The JIU Valley press has reported a large number of articles that were the subject of corruption, inspection carried out by special troops for dismantling mafia gangs and drug trafficking (article. 'Convictions for drug traffickers from Netherlands' Carmen Cosma, 2013, pag. 151, Source:11), politicians who are being investigated for abuse of office cases etc. '

The press would need to form readers, in the sense that the Act of reading becomes a powerful cultural and moral growth to think critically about what they read and select their reading time planning for it.

A simple observation of bibliography and theme proposed for research proves its unique character. The value of this theme that i recommend is given by its timeliness.

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