

## Cultural journalism and immediate contemporary needs

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**Abstract:** *Contemporary society was to face one of its deepest crises, structurally speaking, from March 2020 onwards, a moment that practically reset both the thinking and the limits we had imposed on ourselves until then, whether deliberately or involuntarily. The chance to return to normality has been the great challenge of these dysfunctional times. But what does normality mean after all, as it could be defined by the contemporary human being, a very active but structurally very problematic human being, but above all with very many weaknesses. Weaknesses that have turned contemporary human beings into real targets in everyday confrontations. In the present situation, the cultural field, which is a niche and has a shrinking number of followers, has been hit very hard by a consumer market that has entered into a continuous process of saving itself at all costs. Thus, cultural journalism has had the role of saving what could be saved, as almost everything has moved online, practically a space dominated by a completely different industry, the roles have increased in intensity and the achievements have been commensurate.*

**Keywords:** *journalism, culture, contemporary, society, consumption, confrontation, online, intensity, rescue, compromise*

Before we can perceive the roles that cultural journalism has played in contemporary society, it must first and foremost relate to the needs of a world without vision and without aspirations, ready to immediately cede its fundamental role without a prior struggle. Journalism can therefore be defined

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as follows: *Journalism is the activity of gathering, analysing, verifying and presenting information about current events, including trends, results and people. Those who practice journalism are called journalists.*

However, it is quite difficult to define journalism by a single definition, no matter how precise it may be, precisely because Romanian legislation does not define the notion of journalist or journalistic activity, the clues can be found in the case law of the European Court of Human Rights, the European Court of Justice or in documents adopted by international organizations and in codes adopted by professional organizations (Ce este jurnalismul, n. d.).

From an initial point, journalism has evolved into a vital occupation for the contemporary world, a world that feeds on the information it receives. Thus, substantial changes have taken place in Romanian society over the last thirty years, precisely because society has come to demand in the market the imposition of vital needs for the development and changes that societies have had to go through.

From its beginnings to the present day, journalism has travelled a path of initiation, from being a hobby or passion to what it is today, namely, an occupation that cannot be categorically called a profession, but can still be a business.

Communication is in fact at the heart of all journalistic endeavours, whether we are talking about journalism in general or cultural journalism, in particular. In reality, each of us is a finite being that communicates constantly, our existence is based on communication, human beings begin to communicate from the moment they are born, their first cries are the beginning of communication, a long chain that becomes permanent, until better and better results are achieved. What is most fascinating is the reason that drives a baby to this reactive: pain, anger, fear (Cabin, 2010, p. 11).

We will probably never know the answer, maybe all together, maybe the answer is not given by this enumeration, if we are to assume an answer in which we choose one of the three reactions, I would think that everything happens out of fear, fear is the one that generates this reaction of all babies in this world. Practically, fear is the one that starts the impulse, which does not remain a constant throughout life, fear is replaced by stability and security, when you have to argue a point, a lecture, fear is the one that destroys however, every time such a situation.

Communication behaviors are very complex, they go through several channels: smell, touching, voice, gestures, looks, mimicry etc. (Cabin, 2010, p. 12). All these interactions are of central importance in the psychological development of the child, the subject being a very delicate one from many points of view and there may be slippages, even when the matter is treated very seriously (Cabin, 2010, p. 12).

The evolution of the means of communication, from the first shout to the invention of the written word, or the telephone, to the Internet, communication between people has broken down all language barriers and not only that, but communication also means first and foremost a constant form of living without limits, an informed human being is one in absolute control, the one who actually has the real power.

There is a growing body of opinion *that the revolution brought about by the advent of writing is not sufficiently appreciated* (Cabin, 2010, p. 14). *Writing allowed the codification of knowledge and the achievement of a certain level of abstraction that was not possible through oral communication* (Cabin, 2010, p. 14). Writing is the first to succeed in eliminating distances, thanks to writing humanity has come to possess exceptional information, the advent of writing has not only succeeded in bringing people closer together, but has managed to separate historical periods, has managed to preserve the way of thinking and mentalities of previous eras, it has practically become the main source through which fabulous and particularly valuable information can be transmitted, everything that followed is somehow in this register. Later developments in communication will undeniably be based on writing, which becomes the main engine of journalism of all kinds much later.

The media, which is now not only dominated by news agencies, the Internet and all the social media devices and platforms, is in fact what saved the world from the outbreak of this pandemic. The fact that thanks to the Internet, to social media platforms the world has been able to survive culturally, socially and educationally, means a lot. Everything has been saved thanks to the Internet and mass media, although nobody expected this two years ago, the Internet has moved from the area of entertainment for children to the educational register, being the millennium of connection between children and teachers, practice has become the chance by which schools around the world have not collapsed and implicitly the educational policy of all countries could be implemented in a disaster area. Reality, however, generated other realities, the world was no longer the same, the education system was no longer the same, the media market also took on the task of broadcasting television and radio lessons, precisely in order to be able to take away the needs of the education system, knowing full well that the Internet does not cover the whole of Romania.

The development of communication in today's society is undeniable, but it is not possible to achieve communication that is totally neutral and does not raise many problems (Cabin, 2010, p. 16). The transmission of a message involves the *sending of information, by means of a coded signal, most often to an interlocutor, with no obligatory return*, which seems to be similar for the animal world, but also for the plant world (Perretti, 2007, p. 8).

If we consider communication as a source of life, then surely everything that has life communicates on this earth, and this cannot be disputed even by the most ardent theorists on the subject. Communication between people is certainly the most profound and elaborate of them, it is the source that leads to dialogue and debate, or as far as human beings are concerned, their evolution is closely linked, as I have already said, to the accumulation of information, information that develops their thinking system. The human thinking system, the connections that the brain makes, is the most complex computer of all, one whose connections invariably lead to development.

Human evolution is irreversibly linked to education, it is the educational policy of every nation that has led to the fabulous evolution of that nation, education inevitably leads to our salvation as humans, in all this process, which in the contemporary world is very well structured and elaborated, culture is the main pawn. Both fundamental structures have suffered extraordinarily during this pandemic. Even though they are structurally the pillars of a healthy society people are not always willing to recognize and most seriously to unconditionally support these vital segments for the preservation of our real values.

Consequently, although the generalist press is more visible and has an immediate impact on the population, cultural journalism is the basis for saving a cultural market with various structural problems, a coherent system of values can save the world in a single day, provided they are applied, which is the main objective of the debate. The role of cultural journalism is one that makes it possible for this field to be increasingly visible, its traditional audience to become active and its numbers to grow.

The outbreak of this crisis has generated an accumulation of many other crises that have contributed to very tense moments in which reality has somehow stifled the perception that the specialists gave to the events. The inability to conduct classes in the normal way has generated several problems.

In these circumstances, radio and television broadcasts have taken on an increasingly important role. So face-to-face meetings in radio studios, often also broadcast online, have become an excellent source of attention-grabbing, because of the impact such events have on the listening public. *If possible, it is preferable for the speaker to travel to the studio. The telephone can also be used, but only as a last resort, because the telephone loses much of the dynamism of the interview, which can seem very flat* (Ridgway, 2001, p. 128).

During the whole pandemic period all the conferences and all the debates somehow moved to the online environment (online TV, radio), the cultural press became the only chance for these events to exist, which transformed mentalities, put them under new pressure, the result was in my point of view a positive one, precisely because in some cases it increased by a

lot the number of people who would have followed that event. On the plus side, more people can come into contact with such an event.

The intervention of such situations has automatically led to a set of rules that a person must know when participating in such a TV show, which is to be seen by a very large number of people, in order for the message to pass the glass, it must be transmitted, coherently, respecting a certain language and implementing a series of minimum rules that do not lead to a negative result, when in reality such a moment is a point that can be speculated in a positive sense, for the whole cultural field concerned (Ridgway, 2001, p. 130).

So a person who knows that they are going to participate in such an event must be very well prepared and leave nothing to chance, the most important thing in such situations is the security with which that person handles the situation (Ridgway, 2001, p. 131).

With all this migration to the visual, the cultural press has maintained its constructive influence in all that has meant evolution in a complex period that the world has naturally managed to manage differently.

The most important thing in such an analysis is precisely the way information affects the public (Cabin, 2010, p. 17).

This effect is accounted for when it comes to online, there is a feedback for such activity, it can be accounted for in many ways: the number of visualizations, the number of likes, positive or negative. What is remarkably interesting, the written dialogue becomes again the main point, the writing that has saved and developed the world has again its rightful place, the searches are always meant to liberate, the resources are incredible, and are meant to make us return to the natural nature of our original values.

Getting back to basics through technology makes the struggle that societies have had to go through, the reason why it pays to never give up a set of core values, and this is what journalism must always do, defend societies from their own fears and anxieties, from the primal cry after every birth of the ultimate liberation that is always based on life.

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