



## MILITARY'S PROFESSIONAL VALUES. THE REFLECTION OF AN OPENING COMMUNICATION IN MILITARY CENTRAL PRESS

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**Abstract:** *The axiological relief represents the foundation of any culture, the key element in the formation of a cultural identity. Individual values are formed on one hand from the cultural sediment and on the other hand they are a part of professional axiological system, which aims to highlight particular aspects of professional activity more or less desirable. The military career is actually the result of browsing several stages of training (military college, academy, application school) during which the entire construct of professional values is formed, fact that will influence the military activity long after that. Despite the fact that the media contributes usually in leveling the axiological terrain, military media, especially newspapers, are do not limit their activity in informing people about military organization, but moreover they focus on the improvement of the organization by character education that they are able to offer. Professional values coexist in the base of some communication bridges that are relevant to military training. The opening of these bridges inside and outside the system makes possible the engagement in the flow of communication, designed to inform, to educate and to assimilate the cultural identity in a personal manner. This research paper focuses on how to reflect the prevailing military values, in connection with relational/communicational values, values that reflect a certain intercultural openness, essential for contemporary military professional profile. Starting therefore from the assumption of newspapers formative role (depth axiological) out of those with informative and entertaining, we intend to analyze using a mixed longitudinal research method, a central publication Military Observer, by monitoring it during 2011, and interpret qualitative, the opening to a certain type of profile value.*

**Keywords:** *professional values, military profile, intercultural communication*

### 1. INTRODUCTION

Presently, we experience a period when the *medium is the message* (McLuhan, 1964/2001) and mass-media phenomena changes the face of cultural reality in which the value is representative. We define moreover values as being those things that are important or to be valued by someone who can be an individual or an organization. Education and socialization mechanisms make sure that values are assimilated and internalized by individuals. Thus, they acquire a normative character and enter in our belief structure and mentality, where they act as benchmarks and criteria to guide our behaviour and actions. Values may take the form of goods that are acquired

because they satisfy certain needs, but may also carry the meaning of ideals or aspirations. The element that underlines the value is the contrast between what it is and what it should be.

### 2. VALUES IN MILITARY ORGANIZATION

When speaking about values, as profession, we talk about what we judge to be right from our point of view or from an organizational one. In military organization, as in every other, value represents the embodiment of what an organization stands for. In order to share and internalize the values of the organization we must talk about a connection between

## MILITARY'S PROFESSIONAL VALUES. THE REFLECTION OF AN OPENNING COMMUNICATION IN MILITARY CENTRAL PRESS

individual and organizational values. Military career faces several stages of formation, which may begin at the age of 14, a *key-period* in forming military personnel. In order to represent the cultural identity of the military organization we may step through Lambert's symbolic model seen as an iceberg (*apud* Chiciudean, David, 2011). The visible part consists in what we are allowed to see or to know about the organization whereas, the invisible part is known only by military organization's members. Military values attain both of these levels but in a different manner. The identification to military core values: duty, loyalty, integrity and courage, is seen from the visible side of the iceberg while getting to the real content of these values is made only by experiencing the unseen face by retreading the stages in military career.

### 3. PROFESSIONAL PROFILE VS. PROFESSIONAL VALUES

Beside from leveling the axiological terrain, military mass-media, represented by central press, focuses on educational and formative character of news in the improvement or formation of military professional profile. Based on this aspect, mass media assumes the model and continues the sedimentation process of axiological terrain, with the aim of constructing a certain axiological profile. This profile representative for the military reflects a fundamental intercultural opening that enhances the relations between the members of organization and those from outside of it. The military professional profile merges finally with the image of the institution fact that underlines the importance of knowing the main professional values. In order to reflect the image of how military media promotes professional values we overview the professional values using the IVP tool (Donald E. Super) adapted of Septimius Chelcea (1994). The IVP highlights 15 professional values:

- *Altruism* (A) represented as being the opportunity to contribute to the welfare of

others by giving guidance to social services, social issues that concern military profession;

- *Esthetic values* (E) as a framework for achieving artistic products, value dissonant with military environment;

- *Intellectual stimulation* (Si) aimed for self-reflection and continuous learning, consonant especially with military education and scientific research;

- *Professional success* (R) in providing satisfaction of work well done, assuming orientation activities. This value is a visible indicator for military organization knowing that models are better perceived in order to fulfill with: applications, exercises, missions.

- *Independence* (I) is a value dissonant with military environment because of strict rules and engagements;

- *Prestige* (P) associated to professional activities involving respect is highly desirable in the military environment

- *Leadership* (Co) represents the key of military organization, which consists in planning, making decisions, organizing, training;

- *Economic advantages* (Ae) as being the orientation to satisfactory compensation;

- *Occupational safety* (Sp) which refers to job certainty, one of key indicators in choosing military career;

- *Physical environment* (Am) is associated to satisfactory work conditions. Military environment is perceived as being a difficult one;

- *Relations with leaders* (Rs) is important when talking about impartial and professional officers whom can establish in the organization relationship based on mutual respect;

- *Relations with colleagues* (Rc), expected to be very consonant with military environment, since *l'esprit du corps* and relationship within teams/work groups are very important for the development of organization;

- *Way of life* (Mv) not very consonant with military environment from certain perspectives;

## MILITARY'S PROFESSIONAL VALUES. THE REFLECTION OF AN OPENING COMMUNICATION IN MILITARY CENTRAL PRESS

- *Variety* (V) as being dissonant with military environment because it regards professional issues that enables the exercise of diversified operations;

- *Creativity* (C) is associated to those professional issues that allow the production of ideas/new products and is in dissonance to military environment.

### 4. RESEARCH

The current research is actually, part of a larger research project, aiming at identifying the role of formative military mass-media. Starting from the premise that media (especially the written one) has an important formative role, besides the informative and entertaining ones, known under the name of *infotainment* (Ilișoi *et al.*, 2009:4313-4320), we have decided to identify the share of articles having a formative role within the Romanian military publication. The case study focuses on the weekly issue of *The Military Observer*.

The intention of my research consists in finding out the way of reflecting military values in comparison with communicational values in military central press. In this way we approach to the specific values that provide an intercultural opening in forming the professional profile of contemporary military.

*The Military Observer* is a weekly central newspaper that contains a number of 24 pages, property of Ministry of Defense, which stands for all categories of personnel existed in the organization, but also for the one that seeks in finding out about it. The publication reflects the major changes in military environment, changes that ensure the process of adaptation to NATO standards. The study was released by monitoring the articles published in 2011, using a scale of marks from -3 to 3. We monitor the newspaper for a year of 2011 by selecting the articles with an axiological character based on the following independent criteria:

- *Moralistic criterion*: the formative articles that include the activity of cultivation, of civilizing and moralizing of the reader;

- *Social criterion*: the formative articles that lead to specific physical, intellectual and emotional moods that the reader need to adapt to the social life;

- *Model criterion*: the formative articles monitor the life experience of certain individuals and offer the frame for the re-organization/management of the reader's activity, in accordance with these experiences;

- *Persuasive criterion*: the formative articles implied in influencing/persuading as guidance/orientation towards creating/consolidating the cultural values and rendering sensitivity in readers in relation with these values.

### 5. THE INTERPRETATION OF RESULTS. CONCLUSION

With *The Military Observer* containing within its pages a very high percentage of articles with informative character, that represent for the year 2011 32,33% of the entire printable area of the 50 issues (12.500m<sup>2</sup>), namely 3.928,1 m<sup>2</sup>, with a minimum of 15,80% and a maximum of 59,08%, the turning to this questionnaire on promoted professional values percentage becomes more important.

The study revealed a difference between the perceptions of some of the professional values. *The Military Observer* bears a hierarchy that differs, on the one hand, from the professional values hierarchy of Romanian Army, on the other hand, from the professional values hierarchy presented in the collective mind. More, given that there are expectations regarding the compensation of professional values found in lower percentage in the profile of the Romanian soldier, namely, while the need of education involves a certain priority approach, the high amount of articles with a formative character is not doubled by an identical qualitative structure. Therefore, we find that there is a gap that should be taken into account in the editorial policy of the publication. The results of the qualitative analysis are displayed in Figure no. 1.

## MILITARY'S PROFESSIONAL VALUES. THE REFLECTION OF AN OPENNING COMMUNICATION IN MILITARY CENTRAL PRESS

Altruism and prestige represent the key values in forming the profile of military leader. This means that the institution tries to create a good image between her members and also to raise the cohesion in the group.

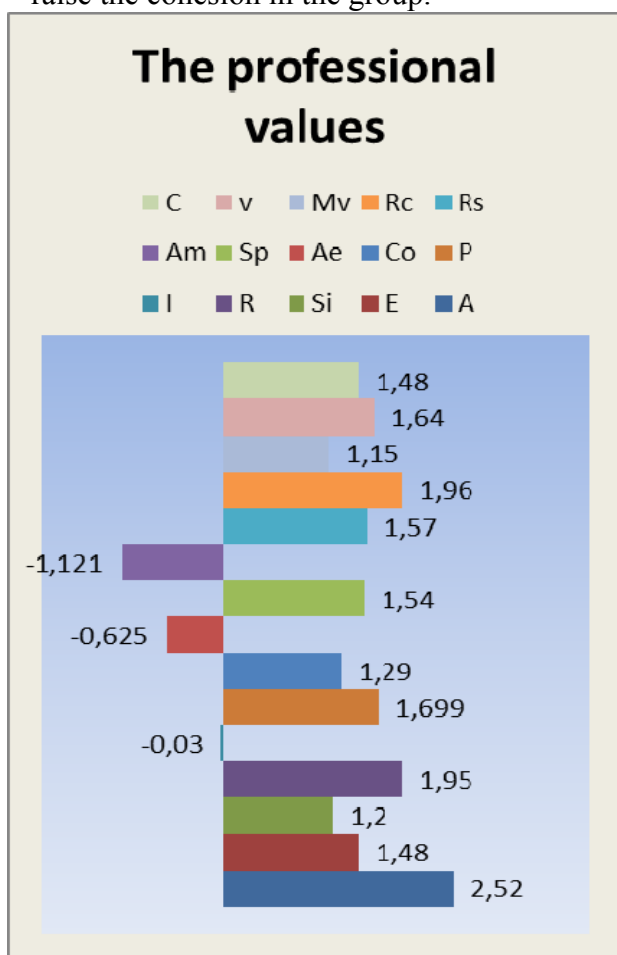


Fig. no.1 Reflecting professional values in the publication *The Military Observer*, 2011

The values are mostly consonant with military environment and the results of my studies correlated with Lesenciuc's results of (2010) in the paper "Professional profile of military students", as a result of a research conducted in 2010 on 1.020 military students of Romanian military academies of categories of forces seem to be alike. There are although some aspects that the newspaper tries to improve. The professional success value is mainly regarded in the newspaper by offering to the readers' models of life, models of satisfactory life enhanced by work in years of experience. The economical aspect decreased

mainly due to the economical crisis, crisis that affected also the occupational safety which finally lead to difficult physical environment aspects.

In order to conclude, the intention of the press is along forming a professional profile of military, advertising military career by revealing mostly positive aspects of this environment. Lesenciuc's study revealed that while military mass-media tries to prefigure a positive image of the organization, the personnel that know reality of this environment takes in a different manner this information.

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