

Natalia Vasilendiuc (2011), *Cultura profesională a jurnaliștilor (The Professional Culture of Journalists)*. Bucharest: University of Bucharest Publishing House, pp. 211, ISBN 978-973-737-967-2.

Natalia Vasilendiuc's book is more than a scanning of the journalistic cultures in Romania and Moldova. Based on an analysis of journalistic values, roles and representations, the author creates a fruitful debate field about how to build journalistic culture by trying to answer the following questions: Is journalism a craft or a profession? What are the prerequisites for creating and strengthening journalistic culture? What are the professional values and roles of journalists? How are the professional representations of journalists constructed? What are the defining elements of the professional cultures of journalists in Romania and Moldova? The entire study is based on a set of considerable bibliographical resources, which give value and consistency to this book.

In the first part of the manuscript, the author defines the theoretical and conceptual tools by presenting the works of influential authors that have helped her to design the upcoming researches and define the key concepts (profession, professionalism, journalistic profession, professional roles, values and representations) with which she operated in her studies. One of the many aspects that caught my attention in this chapter was the manner in which the author masterfully explores the latest theories on journalistic culture, critically analyzed from the perspective of East European realities. It would not be a mistake to say that in this chapter the author has taken a first step towards building a theory of journalistic culture in East European countries.

In her chapter on *The Professional Culture of the Romanian Journalists*, N. Vasilendiuc provides the findings of two distinct qualitative and quantitative research projects she conducted in the period 2008–2010 in Romania: *The Socio-Professional Portrait of the Romanian Journalists* and *Words of Journalisms — Romania*. These studies are pioneering ones, due to both the large amount of data with which the author is engaged and the unanticipated conclusions that identify an unknown world of Romanian journalists. The author speaks of various generations of journalists faced with professional and organizational identity issues. One might even say that journalists have dual professional identities, one ideal/desired and another real/imposed. As the author suggests, the lack of a homogeneous identity makes it impossible to strengthen the journalistic profession in Romania.

In addition, in the last chapter the author makes an excellent analysis of the political situation and cultural elements that help build a complete picture of the media phenomenon/landscape in Moldova. The results of the study, which the author carried out in Moldova in 2006 (*Moldovan Journalists in a Post-Communist Society: Professional Roles, Values, and Representation*), reveal new aspects and bring important scientific relevance to the subfield of sociology of journalism. Some difficult issues like self-regulation or professional ethics are dealt with objectively and

without falling into moralizing stereotypes. As stated at the beginning of this study, the research on Moldova is one of the first journalistic portrayals that allow an in-depth understanding of the transformations in post-Soviet Moldova.

Although nowadays the theoretical and methodological research issues on journalistic culture are discussed intensively, in Romania and Moldova this research topic is still peripheral. With this volume, the author tries to increase the interest in this subfield of sociology of journalism proposing methodological and analytical tools for future complex, well-structured, clearly organized research projects on journalistic culture.

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Mădălina Moraru (2009), *Mit și publicitate (Myth and Advertising)*. Bucharest: Nemira Publishing House, pp. 224, ISBN 978-606-8073-89-7.

Drawing a connection between myth and advertising, as the book title implies, means rediscovering new successful techniques to create compelling advertisements that go beyond marketing debates. Moraru approaches this broad field of advertising from a different perspective, relying on cultural and anthropological concepts, which point out how complex an advertisement can be.

The book is structured in five very well-connected chapters that explain the relationship between archetypes, myths, storytelling and advertising. The book's main hypothesis is that myths find a way to be rediscovered and treasured through advertising storytelling, because every advertisement is faced with the simple goal of solving the consumer's problems. Consequently, the first chapter analyzes the most well-known myths that nourish advertising stories both in Romanian and worldwide campaigns, according to the author's examples. The myth of returning to one's origins, the hero myth, and the erotic myth are the most important anthropological aspects this study focuses on.

The author identifies main features of myths, which establish a clearer relationship between anthropology, narratives and advertising. Moraru's approach to myth relies on the following aspects: narrative character, exemplarity, etiological function, temporal dimension and collective consumer appeal. Mircea Eliade's theory on myth is the starting point of the theoretical framework, because it leads to archetypes and interesting stories. The author repeatedly emphasizes that most advertisements respect a simple pattern: 1. Something unpleasant happens to the future consumer; 2. A hero appears and fights evil (disease, work problems, other conflicts); 3. The problem is solved and the consumer is again satisfied with his or her life. Interestingly, the hero can be the product, the brand or another consumer,