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Professional standards and political involvement of Polish, Russian and Swedish journalists. Results from the project “Journalism in change”

The journalistic profession is having a time of changes connected with time pressure, development of new technologies, economic crisis and political actors. All these factors influence the roles played by journalists, their autonomy and day by day work. The authors focus on the journalistic perception of professional standards and the issue of political involvement of analyzed journalists. This paper draws also attention to professionals' opinion about quality and future of journalism, responsibilities to society, fulfilling of journalistic duties and mission. Furthermore it discusses the shift of the source of influence from the field of politics to the field of economy that has taken place over the last two decades.

This study is based on the results of quantitative and qualitative research conducted in 2012-2013 in the framework of international project “Journalism in change – professional journalistic culture in Russia, Poland and Sweden”. The base of data includes 1500 surveys (500 from each of countries) and 60 interviews (20 from each of countries) from journalists working in all types of media. The data gathered within the Project enable us to compare many aspects of journalistic cultures in analyzed countries.

Key words: journalists, standards and values, political involvement, journalistic culture