The Use of Mass Media in the Social Welfare Area

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Abstract: In the present article there is a short presentation of the historical backdrop of the social partner calling globally and in our nation. Accentuation is set on network social help and the improvement of this arrangement of social assurance in the interwar period, the socialist time frame, and after the upheaval of December 1989. The phases of the improvement of the advanced education of social help with the area of Arad after the unrest are stamped. The paper presents the cause exercises completed by understudies at the UAV Arad under the direction of their educators and the media inclusion of these activities (by press and TV). Media inclusion has prompted a superior information on the calling and an expansion in the quantity of understudies who wish to take up this calling.

Keywords: *Social work; charity; publicity by media coverage.*

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1. Introduction and a brief review of the history of social work

Helping, supporting the social government assistance framework, showed up right off the bat throughout the entire existence of humankind. Babylonian Code of Laws, of Hammurabi, is the main composed appearance of help, as the help of men among them, in a period of restriction (1750 BC) (Drimba, 1999). Likewise, in different nations of the old world, this thought flags its essence under various viewpoints. Accordingly, in Israel (1200 BC), individuals accepted that helping other people is a perfect instruction, and God anticipates that them should support poor people.

To the Greeks (500 BC) there is the expression "Philantropy" which means demonstrations of affection for humanity. In Greek urban areas, this thought is systematized, showing up associations to help. Residents gave cash, with which they purchased various products (garments, nourishment) for the poor (Mănoiu & Epureanu, 1996). In China (300 BC), Confucius figures a few postulations known as "Confucius Annals," in which the thought emerges that individuals must be connected to one another by *yen* (a sort of compassion communicated by helping the destitute). In ancient Rome (100 BC) there was a tradition in which patrician families distributed grains free of charge to poor Roman citizens.

The rise of Christianity is a genuine upheaval in this field, and magnanimity (good cause acts) turns into a proposal of it. After the sanctioning of Christianity by Emperor Constantine the Great in 313, the congregation is under commitment to support those out of luck.

In India, China and the Middle East nations, in the archaic period, there were establishments called "clinics" which, indeed, were spots of shelter in which poor people or impaired were obliged.

By the fourteenth century, all Western European nations had various types of helping poor people and different settlements or sanctuaries to help those out of luck, by far most of them were under the support of the congregation.

In our nation, in 1831, Chapter 8 of the Organic Regulation (the principal Constitution of the Romanian Lands) sets up social help foundations, as: the Relief House for the Poor, the House of Beggars and a Birthplace, and a maternity specialist school.

In 1869, the Romanian nations administer, the collective's errand of managing weak youngsters. Simultaneously, there are likewise worries for mother and youngster help, notwithstanding helping poor people.

In Transylvania, social help is coordinated by the Austro-Hungarian organization. In 1888, there was a "White Cross" society that handles

stranded or surrendered kids. There were likewise some vagrant habitats that dealt with the assets required for stranded and crippled youngsters.

2. Social work in the interwar

Romania additionally presented, in 1912, among the principal nations on the planet, enactment on affliction, mature age, mishaps, incapacity and memorial service, enactment went before in 1902 by the Law on the association of the House of Incident Insurance and passing for skilled workers.

After World War I, a precise and logical action of social help and assurance arose inside the Ministry of Health, Labor and Social Protection, because of the huge number of widows, war vagrants, invalids and individuals with a declined circumstance. In 1941, the Municipal Committee of the Bucharest Patronage Council was set up, with the end goal of consolidating in a solitary activity all the endeavors that occurred in the capital, for the structure up and expulsion of social wards and the association of objective social help. In this sense, a move has been made that has covered all regions of social assurance and help. In 1948 the work and social help issues were reevaluated by the arrangements of the law on the association and working of the Ministry of Labor and Social Welfare (Mănoiu & Epureanu, 1996).

Between the First World War and Second World War, because of the obliteration, social help issues expanded, destitution, homeless people and transients developed. The advancement of the business carries with it the improvement of urban areas, the need of bringing the degree of living and schooling of the town to the city level. There were a couple of educated people in the town and in the neighborhoods of the urban communities. Typically, these were the cleric and the educator. Commonly, the town had a few occasions that everybody joined in: absolution, wedding, burial service, however it didn't manage post-war issues. It was the topic of knowing the social real factors that it faces, and the capability of each one of the individuals who have specific schooling to be utilized, in light of the fact that that is the best way to tackle the social issues. Hence, the network, which recently tumbled to a strict network, ethnic network, and so forth, started to turn into a more unpredictable outfit, to take to a greater extent a geological and authoritative space.

The concept of community social work has been used in the interwar period by D. Gusti's sociological school in the attempt to know the social reality and to organize the professional and collective professional

interests. In order for the world not to be isolated and confined by needs and weaknesses, programs for the development of a wide network of local community associations should be initiated so that the village can benefit from the energies of all professions in its environment, from doctor to teacher, and from that of all the functions that have developed in the universal world, from the spiritual function of the Church and the priest to the political-juridical function of the mayor or gendarmerie officer (Gusti, 1970).

The end of the First World War brought with it a new concept of social peace, which could only be achieved through a legal system based on the principle of social justice, on the idea that the underprivileged people have rights and that social work is not a matter of political benevolence, but a social necessity. Along with this fundamental change of optics in the analysis of the problems of the industrial society, social work emerges as a distinct field of activity (Neamțu, 2011).

Between 1945-1989, the network of social workers, which functioned in the territory, was abolished, and the specialty posts were canceled definitively (communist regime did not recognize the existence of social problems).

3. Recent perspective and theoretical foundation

After the insurgency of 1989, the attributions and types of association of social assurance organizations are set up. In the field of social help, social security is accommodated minors and individuals with handicaps to help social and expert incorporation. It likewise guarantees the coordination of social insurance of individuals and impeded gatherings and works together with associations that focus on social security.

Social help stayed after 1989 out of a zone hard to reach by social arrangements. The measures embraced after the upheaval have neglected to comprise an intelligent and all around characterized framework. Advantages classes are committed: money and in-kind help, subsidizing and overseeing organizations for those in unique circumstances, offering specific types of assistance to individuals in danger. In the class of help in real money or in kind, according to the "Factual Yearbook of Romania", both the distributions and the guide allowed to the populace from the state spending plan, just as those conceded from the neighborhood financial plans are incorporated (Banciu, 2006). After the country's integration into the European Union, social policies are aligned with the Union's social policies.

Social protection systems play a very important role in the European Union in terms of the lives of Europeans and families, as well as in terms of their influence in promoting society and the economy. They guarantee income for people in difficulty while allowing them to accept and adapt to economic and social developments. They also foster social cohesion and economic dynamism. Social protection expenditures represent 28.5% of the GDP of the community, of which the most important part is for pensions and health services (Banciu, 2006).

In 1994, through a Tempus Program, The University East England from Norwich, provides a training program for teachers who will teach social work at university level. There are two teaching staff from each big university center (Bucharest, Cluj, Iasi, Timisoara) and two people from the ministry. Teachers, specialists in related fields (psychology or sociology) are trained for two years on a modular model in order to ensure a good training for the new social assistants in Romania.

4. Underlying theories and definitions

Social help, as an auxiliary arrangement of social security, works by a standard other than protection: it depends just on state spending assets or gifts from volunteers and global establishments and doesn't include any past monetary commitment from the helped individual.

Social help is characterized as "an outfit of foundations, programs, measures, proficient exercises, specific administrations for the insurance of people, gatherings and networks with extraordinary issues, incidentally in trouble who (...) can't accomplish independently a typical, good lifestyle" (Zamfir & Zamfir, 1995). As indicated by the NASW (National Association of Social Workers), the major reason for the social aide calling is to reestablish the typical social working limit of people, gatherings and networks. As per Barker (1998), social help has a few purposes: helping individuals to get assets and administrations, guiding and mental help to people and micro groups, actualizing or improving wellbeing administrations at network level, taking an interest in the turn of events and advancement of social enactment.

Blum characterizes social help as "an establishment that, as a piece of the social association in general, has the capacity of offering social help to network individuals through the channel of public or private bodies and accordingly fulfilling various human requirements.) The social help tries to coordinate the individual, family, gatherings and networks in the general social climate " (Blum, 1970).

Social help as movement has two principle measurements:

- the monetary measurement - which is focused on the assignment of material and monetary assets to individuals who, for a restricted period, can't lead an independent life, have no pay. For instance, poor, stranded or deserted kids, insufficient, old without family uphold and no annuity, individuals influenced by catastrophic events and not ensured by private protection contracts.
- the social and psychosocial measurement of social coordination and social reintegration measures from an expansive perspective: family, proficient, social, standardizing, in the help of medication and liquor addicts, the re-socialization of wrongdoers, the tackling of couple issues, security of casualties of physical, sexual and mental maltreatment, unraveling intra-and intergroup clashes (Tompea, 2011).

Endeavors in the field of social help are made both by state foundations and NGOs and by volunteers. The arrangement of state help organizations varies starting with one nation then onto the next, contingent upon the state's budgetary assets and the particularity of the social issues it is attempting to fathom, the help customs and the predominant belief system.

5. Politics regarding the social area

The social strategy of the state speaks to a bunch of objectives and apparatuses of investigation through which the public force understands the standardizing effect of public assets and the conveyance of pay in the humanist point of view of social equity (Tănăsescu, 2009).

In his work on social strategy issues, T. H. Marshall (as cited by Miftode, 2010), thinks about that the expressed motivation behind social arrangement is government assistance. Beginning from this reason, under the current states of the advancement of society the fundamental destinations sought after by the social approach are:

- advancing public administrations: wellbeing, instruction, federal retirement aide, culture, and so on .;
- the assurance of certain fragments of the populace in trouble through the government managed retirement framework and the social help framework;
- guaranteeing social conditions viewed as significant for general social turn of events: expanding social fortitude, advancing family and youngster interests, and so forth (Ciumaș & Văidean, 2011).

6. Personal contribution in the research field

In Arad, preparing in social consideration happens in 1999 at Aurel Vlaicu University, the Faculty of Theology, as a double specialization: religious philosophy social help. In 2004 a specialization of its own is made, first in the Faculty of Humanities and afterward in the Faculty of Education Sciences, Psychology and Social work. All through this period new instructors are brought, from understudies who have just graduated at the UAV or moved on from different colleges with functional involvement with the field.

Today, the Social work Studies program offers single guy concentrates as well as bosses studies and gives to Arad province and to neighborhoods areas able and proficient social specialists. Notwithstanding different exercises through which the social help program is referred to, (for example, different Social work Day exercises, cooperation in public and global meetings and discussions), noble cause exercises are likewise included.

At first, during the period 1999-2006, they appeared as altruistic shows. Understudies coordinated different cause shows at the Cultural House of the Trade Unions or at the Cultural Palace, and the assets acquired were utilized by them to help burdened classes (the old in the Care Center, youngsters with different incapacities, ladies in the prison and so forth).

Two years ago, in 2016, the campaign "Help us help them!" was launched, „which aimed to introduce students into the field of social work, to motivate society to empathize with vulnerable people, to have the role of subsidiarity” (“The Hero of the Day”, 2018).

„This action is a tradition already in the Faculty of Sciences of Education, Psychology and Social Work, where students are particularly active and participate with enthusiasm at each of the new charity actions” („Alina Breaz”, 2017).

Enjoying the support of Mrs. Rector, Professor Univ. Dr. Lila Ramona, who is always with them at every action, and Mrs. Oana Pîrvulescu, DDAC General Director Arad, who supports them in identifying vulnerable families in Arad, UAV students are solidary and empathetic when it comes to marginalized families (“Alina Breaz and the Students”, 2017).

The actions continued also during the summer as the Adevarul newspaper reports: "The students of the Social work Specialty, at Aurel Vlaicu University Arad, although they are in the holiday season, want to continue the series of charity actions together with the lecturer who guides them" (Untaru, 2017).

Among the people who benefited from the social worker's charity activities are: families with two children with different forms of disability, children alone with grandmother's, children with autism, or children from monoparental families with difficulties, especially children from families living on the limit of subsistence ("Alina Breaz", n.d.; "Help Us", 2018); "Students From UAV", 2017; "Tag: Alina Breaz", n.d.).

"The role of the social worker is to support vulnerable people and create a relationship in which empathy towards them prevails. In this case, the maternal presence is completely lacking in this child's life, so our students wanted to be with this family as support, both affective, empathetic and administrative. Most of the time we realize how useful and responsible we are in the case of society's vulnerability, "said their advisor. ("Tag: Alina Breaz", n.d.).

7. Final considerations and conclusions

The extraordinary advancement of good cause and volunteer acts did by understudies from the Social work Program at the UAV Arad, had a few ramifications, aside from the real assistance of the families in trouble:

- has prompted the information on a less amicable yet more pleasing part of the social aide calling;
- expanded network receptivity to social help and its experts;
- has prompted a more significant level of expert preparing of understudies from this investigation program by their immediate association in one of the sides of the useful work of the calling
- expanded by a little rate every year the quantity of youngsters settling on this calling.

It is accepted that the magnanimous and volunteer exercises completed have significantly arrived at the reason for which they were started.

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