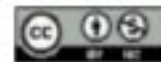


# Beyond the Flames: Firefighters as Humanistic Heroes in the Web Series Era

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***Di Balik Kobaran Api: Pemadam Kebakaran sebagai Pahlawan Humanis di Era Web Series***

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## **Abstract**

A web series is an episodic video presentation available on the internet. One of the web series is *The First Responder*, which depicts the identity of the firefighter. As the cultural industry, the web series convey the essential function of media and industry interests, which can bias the representation of reality in the firefighting profession. This study aims to explore the portrayal of the firefighter profession in the web series *The First Responder* and the motivations behind this representation. To answer this, it uses the representation theory with Roland Barthes' Semiotic Analysis method, which involves three analytical elements: denotation, connotation, and myth. This study found that there has been a reduction in the meaning of the firefighting profession. The *First Responder* web series has shifted the myth of the firefighting profession. The firefighting profession, which was previously viewed as a demanding and high-risk profession, has evolved, shifting towards heroes with a humanitarian spirit. This shift is the response to the market demands for increased public access to *First Responders*.

## **Keywords**

Firefighter profession; Representation; Semiotic; Web series

## Abstrak

Web series merupakan sajian video episodik melalui jaringan internet atau web. Salah satu web series ialah *The First Responder*, yang menggambarkan identitas profesi pemadam kebakaran. Sebagai sebuah industri budaya, web series menyalurkan fungsi esensi media dan kepentingan industri, sehingga representasi realitas profesi pemadam kebakaran bisa mengalami bias kepentingan industri. Penelitian ini bertujuan untuk membongkar representasi profesi pemadam kebakaran dalam web series *The First Responder* dan kepentingan dibalik representasi tersebut. Untuk menjawabnya digunakan teori Representasi dengan metode Analisis Semiotika Roland Barthes dengan tiga elemen analisis yaitu denotasi, konotasi dan mitos. Hasil penelitian menemukan telah terjadi reduksi makna profesi pemadam kebakaran. Web series *First Responder* telah menggeser mitos profesi pemadam kebakaran. Profesi pemadam kebakaran yang umumnya dipandang sebagai profesi yang menuntut keahlian tinggi dan memiliki tingkat resiko tinggi, telah mengalami reduksi, yaitu bergeser menjadi pahlawan bernafaskan kemanusiaan. Pergeseran ini merupakan implikasi dari tuntutan market untuk menaikkan akses publik terhadap *First Responder*.

## Kata Kunci

Profesi pemadam kebakaran; Representasi; Semiotika; Web Series

## Introduction

*The First Responder* is a Korean web series directed by Shin Kyung Soo. This Web series discusses accidents and emergencies that put firefighters in a position where they may have to sacrifice themselves to save others. The *First Responder* Web series describes the cooperation between fellow government agencies, specifically the police and the fire department, in investigating the perpetrators of serial fires that occur repeatedly. Originally, “*First Responder*” was a television drama broadcast on SBS TV in 2022. In 2023, it was adapted into a streaming video series available on the web by Disney and Holstar.

The broadcast of *The First Responder* on the web as a TV series is a media spatialization effort to expand the reach of content and increase the capacity of the media industry. From a content perspective, to broaden the audience reach, the content produced will consider the attractiveness aspect that can increase public access, which may overlook the reality of depictions that are not as authentic as they were originally intended.

Web series have become a new form of entertainment that emerged with the development of technology. Drama presented in this digital network world can bring several social realities as story ideas. Not infrequently, these realities undergo a shift in meaning from their social context. The existence of mass media, it cannot be denied, can shape the reality that exists in society (Bungin, 2008). No exception to the reality of the image of the firefighter profession.

A Firefighter is a well-trained and adept specialist tasked with addressing emergencies and safeguarding the community from the threats posed by fire and various hazards. Firefighters are often the first to arrive at emergency sites, delivering essential services such as rescuing people

from flames, extinguishing fires, and providing medical aid to those in distress.

They also play a crucial role in informing the public about fire safety and prevention, in addition to actively working to avert fires before they start (International Association of Fire Chiefs, 2025). In fact, firefighters and other rescue workers have jobs with a high risk of stress because they are constantly exposed to various traumatic events as part of their work (Aini, 2016). The firefighter profession does not only, responds to people's complaints about fires but also addresses other concerns, such as rescuing fellow humans and animals from difficult-to-reach areas, including those trapped in collapsed structures. In addition, the profession of firefighting is also a high-risk profession, with a significant risk of injuries and deaths (Jayati, Catharina, & Ani, 2020). The profession of firefighter is not only known for its great responsibility, but with there cases. In 2024, unscrupulous East Jakarta firefighters were reported to have raped their own biological children. As a result of his actions, it is not only the person who was tarnished but also the name of the fire department agencies was tarnished (Fiqi, 2024). Other firefighters in the United States have also been charged with distributing photos of fire victims while on duty. It portrays the image of the firefighter profession in a negative light.

The firefighter profession was also featured in several web series, such as "911". "911" is a web drama series that follows firefighters and several other government officials in the city of Los Angeles as they work together systematically during emergencies. China has also released a web series about firefighters entitled "Blue Flame Assault". This Web series depicts a newly entered firefighter who faces quite a challenge. The officer must undergo rigorous training before becoming a skilled and trained firefighter.

Several researchers have conducted studies on the depiction of professions in audiovisual works. Rahmani and Lobodally have conducted research on the profession in the web series. Nevertheless, this study traces the profession of a trauma cleaner. Research using the theory of Social Reality construction and analysis of Peirce's semiotics found that the profession requires accuracy, integrity, and high empathy. However, this study also found that this profession is considered low by the community and prone to mental disorders (Rahmani, Atisa, & Lobodally, 2023).

Ramadhany, Sary, and Alfando also researched other professions in the film industry. The research raised the profession of a Pilot in the film *The Captain*. The research, utilizing Roland Barthes' semiotics analysis, found that the profession requires a high level of airmanship, including discipline to adhere to professional ethics and strive for safe and secure flights (Ramadhani, Ayu; Sari, Kezia; Alfando, 2022). Sonni, Jauza, Arya, and Putri also researched the profession of journalists who commit professional irregularities. The four used Fiske's semiotic analysis to analyze the Korean Web Series *Find Me in Your Memory*. The study found a deviation in the professional ethics of journalists, who are expected to convey news objectively (Sonni, Alem; Jauza, Assa; Arya, Nasakros; Putri, 2024). Fedorov, Levitskaya, Gobatkova, and Mikhaleva even conducted research to describe the changing image of the teaching profession in Hollywood films.

Using Hermeneutic analysis, the four mapped the shift in the teacher's image in the Hollywood cinematography layer. Although pedagogic skills are still emerging, the issues of sex and violence began to emerge in Hollywood films of the 1970s era (Fedorov, Alexander; Levitskaya, Anastasia; Gorbatkova, Olga; Mikhaleva, 2018).

This study aims to explore the profession of firefighters featured in the web series "The First Responder". A web series is a drama series that can be watched through internet channels (Lobodally, 2020). Web series offer a new sensation in which producers and consumers can swap roles, giving rise to the term "prosumer" (a combination of producer and consumer). Although in its latest development, web series were dominated by big producers. They come from all over the world and bring their own visual culture to portray reality. The creators of the web series portray the firefighter profession in *The First Responder* through heroic firefighting and rescue actions, utilizing both audio and visual language. It is evident in every scene in the web series. However, this web series raises several questions about the presentation of images that are often different from the reality of the firefighter profession. For this reason, this research was later born as an effort to dismantle the meaning that was experienced in the alleged 'shift' in meaning.

The imagery depicted in *The First Responder* video may differ from reality in practice, but from the perspective of media and society theory, this is inevitable. According to Stuart Hall, in Representation Theory, it is a process in which meaning is produced through language and exchanged between group members within a culture. This theory connects the concepts in our minds by using language that allows us to interpret objects, people, real events, and the imaginary world of objects, people, objects, and events that are not real or fictional (Hall, 2009). Representation is a social construction that can explore the formation of textual meaning and can be used to find ways to produce meaning in various contexts (Barker, 2004). According to Judy Giles and Tim Middleton, representation has three meanings (Giles, Judy; Middleton, 2008): to stand for it, which means symbolizing; to speak or act on behalf of someone; and to re-present, which means to present again. In the context of the *First Responder* video production, the media producer acts to present the reality he observes from the producer's perspective, which then leads to the possibility of bias in the media producer's interests in presenting the firefighter profession.

## Method

The focus of this research is on the industry's efforts to showcase the identity of the firefighting profession in the web series *The First Responder*. This research category, according to Creswell (2015), falls under the category of qualitative research in the post-positivistic perspective, specifically the critical perspective, which suggests that the meaning of the firefighter profession is blurred in the web series *The First Responder*. Creswell states that qualitative research consists of a set of material interpretation practices that make the world visible. Qualitative research employs a naturalistic approach to interpreting the world. It means that qualitative researchers study objects in their natural environment, seeking to interpret phenomena based on the meaning

given to them by society (Creswell, 2015)

The qualitative research chosen was semiotic, considering that the research subjects were video texts used on the web. As Sugiono (2022) explains, one of the primary goals of qualitative research is to uncover the meaning of a phenomenon by analyzing and interpreting textual or interview results. The text in question in this study is audio and visuals from the web series “The First Responder,” which broadcast in its second season in 2023 via the web network. The research sample was selected using a purposive sampling technique, intentionally selecting scenes that demonstrate the shifting identity of the firefighter profession.

Each audio and visual element in the web series will be selected that shows the profession of a firefighter, and will be analyzed using semiotic analysis from Roland Barthes. Semiotics is itself a study that discusses signs. The sign system is a combination of all elements of the system to give birth to things called Signs. A sign is a representative of meaning that is implicitly present and represented. Meaning is an understanding that is understood and can be inferred through a sign (Ambarini & Umayana, 2019). This study adheres to a critical paradigm, so that researchers suspect that behind the depiction of signs about the firefighter profession, there are a few ‘interests’ that are systematized through signs and need to be dismantled.

Barthes states that semiotics aims to understand any sign system, whether it is images, gestures, musical sounds, or objects (Barthes, 1968). Roland Barthes analyzed the sign in two main semiotic concepts: the signifier and the signified. Barthes emphasizes that the sign, as we perceive it, is a merger between the signifier and the signified, for example, clothing as the signifier and fashion as the signified (Barthes, 1968).

In conducting a study of the media, Barthes proposed the use of denotative and connotative approaches to interpret visual signs (Jensen, 2002). Besides denotation and connotation, Barthes also mentioned another term, namely myth. For Barthes, a myth is a message that belongs to the realm of communication. Barthes considered it a means of communication of significance. Barthes identifies myth as a type of speech, but not all types of speech, because it requires special conditions for language to be considered myth (Barthes, 1972).

This study employs the three elements of Barthes’ analysis, namely denotation, connotation, and myth. Denotation is the literal or real meaning of the sign. Denotation refers to what everyone sees, without being influenced by culture, ideology, or society. Each visual image of the firefighter profession in the web series *The First Responder* is a denotation in this study. At the same time, connotation is an interaction that occurs when the sign meets the feelings or emotions of the user and their cultural values. Connotation in this study refers to the researcher’s interpretation of the profession of firefighters from a sub-perspective, as presented in the web series *The First Responder*. Myth is the message in which ideology resides. In general, the web series consists of both audio and visual elements. Researchers analyzing denotative and connotative meanings are assisted by the meaning system formulated by Berger (Table 1).

**Table 1.** Berger's Image Interpretation Technique

| Marker (picture marker) | Definition             | Marker (meaning)               |
|-------------------------|------------------------|--------------------------------|
| Close up                | Only Face              | Intimacy                       |
| Medium Shoot            | Almost The Whole Body  | Personal Relationships         |
| Full Shoot              | Setting and characters | Contact Skope, Public Distance |
| Long Shoot              | Whole Body             | Social Relations               |

Source: (Lobodally, 2014)

## Results And Discussion

In this section, the researcher will perform denotation, connotation analysis, and Myth. The following is an analysis of the denotations and connotations of the firefighter profession in the web series The First Responder. The researcher chooses every scene showing the shift of meaning of the fire fighter and uses Berger's technic of picture meaning.



**Figure 1.** Rescue

**Denotation:** Figure 1, using a medium close-up shooting technique with an eye-level shooting angle. In this shot, a man is shown hugging something and holding a tubular and white object. The man was wearing an orange shirt with a black head covering. The man narrowed his eyes and widened his lips. In this shot, the background is also visible, featuring an orange object that continues to sway. The backsound is the sound of drums and the clatter of a piano.



There is a dialogue between the man and the little boy:

“Woohyuk, from now on count to 100 and close your eyes.”

“Ready, go.”

**Connotation:** In the shot, Bong Dojin is shown carrying Woohyuk through the fire without using a fire jacket or complete personal protective equipment. Medium close-up shooting techniques with eye-level shooting angles can be interpreted to describe Bong Dojin’s gestures and expressions when carrying Woohyuk, and to show that Bong Dojin retains heat because he does not use complete personal protective equipment. In the shot, Bong Dojin can be seen, who seems to be holding Woohyuk’s weight and is also exposed to heat radiation from the fire around him. Seen in the background, Bong Dojin, there is a fire. “Fire is an exothermic oxidation reaction (combustion reaction) involving several types of fuel, heat, and toxic combustion products” (Rangwala, Ali; Raghavan, 2022). Based on the analysis, the researchers concluded that, as a professional firefighter, Bong Dojin should not attempt a rescue alone into a burning factory. It can certainly add to the potential dangers that occur. For example, when Bong Dojin gave his fire jacket to Woohyuk and had to withstand exposure to heat radiation from the fire without it, the risk of heat exposure would be minimized if Bong Dojin made a rescue with his partner, as they would be hugging each other. So that the firefighter profession, as described in the web series *The First Responder*, must have consideration for the risks associated with their work. On the other hand, the firefighter profession is also described as one that requires empathy, as firefighters help people regardless of their condition. This empathy is essential, as it helps victims feel confident that they are safe with the firefighters.

**Myth:** The firefighter profession is known to have considerable safety risks. The magnitude of the risk necessitates that the firefighter profession continue to evolve in its approach to the job. The firefighter profession must develop its capabilities to enhance safety. Don Zimmerman stated that firefighters need to continually improve their skills by attending safety seminars, participating in training, and also examining research on victim rescue efforts (Zimmerman, 2019).

High safety risks associated with the duties of a firefighter can, in fact, be minimized through the use of tools that result from technological sophistication. Firefighters in Japan, for example. Japan has developed a robot to assist firefighters in their rescue efforts (Tamura, Yoshihiro, Amano, Hisanori, & Ota, 2020). However, firefighters must be able to learn and effectively apply these skills in their duties.

The rescue skills of a firefighter are important. However, it was met with skepticism by the Indian community regarding the firefighters in the country. Indian society views its firefighters as being thirsty for recognition. Even based on the book written by Anderson, the firefighter in India wants to be called a hero (Andersson, 2021).

Discipline and rigorous training are also essential for a firefighter. For that exercise, it is like a military unit being able to face a variety of conditions that can’t be predicted, a separate

note. It is what Bail, Michalowski, Oliveira, and Aguiar have to say about the professionalism of firefighters in Brazil. Training such as tantara is common among firefighters in Brazil (Bail, Rosangela; Michaloski, Ariel; Oliveira, Renan; Aguiar, 2022).

The Web series *The First Responder* shows the dedication of a firefighter. In addition, firefighters are also shown to have a high risk of death. Firefighters who also appear in the web series have great empathy. However, this web series does not provide adequate training support that a firefighter should have, including a good mastery of technology. The visual representation of the firefighter figure in the web series is intended to reinforce myths, such as safety threats and high risks. However, this web series also shifts the myth of the importance of training a firefighter should have to a more humanistic understanding. Clearly, without that, the web series has shifted the understanding of the firefighter profession, which not only requires the skills and knowledge of safety efforts but also portrays the profession as heroic. A profession that transforms into a hero, as a consequence of the product of popular culture.



**Figure 2** Mental Issue

**Denotation:** In this shot, two women face each other, one of whom shows an angry expression on her face. The other person turned his face away. In this shot, it is evident that each woman is wearing black clothing. In this scene, there is dialogue:

“Hyunseo shouldn’t be given an oxygen mask!”

“I’m sorry, really”.

**Connotation:** In this shot, the woman turning away is Song Seol, who received a slap from Mrs. Hyunseo. The slap was posted in anger over mistakes made by Song Seol when helping first. Shooting technique: medium close-up and over-the-shoulder angle, interpreted to convey an expression of disappointment and anger on Mrs. Hyunseo’s face, as well as to show Song Seol being hit by the slap. In this shot, Song Seol arrives late at the funeral home for Hyunseo. It was marked with worn black clothes. Black color has death, grief, or mourning (Hendratman, 2023). Researchers conclude that Song Seol, who is a firefighter paramedic who should know the terms of first aid, in this web series, Song Seol is described as making a fatal mistake that causes Hyunseo, who is a victim of Song Seol help, has die. It is certainly contrary to law number 13569 of 2016 concerning rescue measures and emergency medical services in Chapter V of Public Security provisions must operate education and training programs necessary to train



professional rescuers and first responders and their technical improvements to provide high-quality rescue operations and emergency medical services to the community”. Supplement to Article 25 paragraph 1 reads “the Minister of security and Public safety should operate the necessary education and training programs to train professional rescuers and first responders and their technical improvements to provide high-quality rescue operations and emergency medical services to the public” (Institute, 2016). Song Seol should be aware of training designed for a professional savior. Researchers suspect that the First Responder web series aims to highlight the lack of professionalism and inadequate knowledge among firefighter medics in their work. In the web series *The First Responder*, the profession of firefighting should be portrayed as one that requires a high level of knowledge about potential accident risks, ensuring accurate and effective rescue operations. On the other hand, the image above can also be interpreted that the firefighter profession will not escape the risk of mental health diseases, such as stress and others.

**Myth:** The nature of the work of a firefighter is a profession that is often faced with uncertain situations on an ongoing basis. They also need to be prepared for new situations that require a quick response. The firefighter profession also requires making decisions quickly. It sometimes makes fatal mistakes. It is what drives a firefighter’s stress level quite high. Tomaskova even charted the traumas experienced by firefighters as follows:

**Table 2.** Traumatic Events

| Fireman experiences:                                                                                                       | Firefighter suffers:                                                    | Firefighter causes:                                  |
|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------|
| Death or serious injury to others as a direct witness to the event (especially to children, colleagues, or family members) | Severe threat to life or physical integrity                             | Death or serious injury to someone else              |
| Especially tragic events, accidents involving many victims, disasters<br>Suicide witness                                   | Serious road accident, burial under something irradiation, intoxication | Wrong decision, rescue mission failure, car accident |

Source: (Tamaskova, 2012)

The web series *The First Responder* has also undergone a symbolic transformation, highlighting that the profession of firefighting needs to be recognized as a profession that requires not only physical risk but also mental resilience. Web series *The First Responder* has also realized this profession as a profession that has a dualism of risk that must be faced. As a popular product, this web series has been able to pack this profession full of physical and mental challenges.



**Figure 3.** Emphaty

**Denotation:** In the shot, a woman is shown wearing a black headdress and a cream-colored jacket. In this shot, a woman it's holding an object. In the shot shown, someone is in front of the woman wearing a beige jacket. The Shot also shows the woman wrinkling her face and looking at someone in front of her. There is a dialogue between someone in front of him:

“Hey, if you run out of oxygen. Victims will suffocate!”

“What do you mean? You brought the oxygen.”

“You don’t care at all about the victim?”

**Connotation:** Song Seol discusses the risks to the victim with Detective Jin Hogae in the event of a backdraft. In the shot, the look on Song Seol’s face was unsettling, as it contrasted with Jin Hogae’s response, who seemed to prioritize catching the perpetrator over considering the victim’s safety. The attention to the victim is so high because of Song Seol’s empathy. Even Song Seoul showed his anger. Pramistawari stated that the characteristics of an angry woman are shown by high eyebrows, bulging eyes, and an intense gaze (Pramistawari, 2015).

**Myth:** The firefighter profession requires calmness in performing their duties professionally. In addition to skills and knowledge, the community also requires a firefighter to have high empathy in doing their job. In performing their duties, firefighters are required not to discriminate against the victims they help. Both in terms of social status, race, ethnicity, and religion. It is supported by a study conducted by Sanjaya, Kurnia, and Yovinus on the quality of service for firefighters in disaster management (Sanjaya, Fernando, & Kurnia, 2025). The community also demands that a firefighter, able to put himself in the position of the victim. Whatever risks a firefighter may have to take.

The web series “The First Responder” also ‘gave birth’ to a hero in a different form, highlighting the profession of firefighters. Firefighters are not only a profession that shows a patriotic nature and is rich in rescue knowledge, but also have a humanistic side. Heroes who dare to challenge risk but are empathetic and humane.

In the context of the Representation Theory used in this study, three main concepts form the basis of the theory. The first concept is to represent. Through the analysis conducted by the researchers, the First Responder web series reveals that the profession of firefighting requires high dedication and poses significant safety risks. However, this web series does not provide a

depiction of the training required for rescue skills and mastery of rescue technology, which is crucial for a firefighter. The representations that stand out are precisely those that emphasize humanistic qualities, such as fighting spirit and high empathy. It is a notable highlight of the web series.

The second is to speak on behalf of. This Web series wants to portray the firefighter profession through the signs that appear in it. Signs are represented through two concepts: language and thought. Through the mind, this web series can bring the ideology of the story writers, directors, and editors about the profession of firefighters in the form of a Korean web series. The number of Korean web series viewers is quite substantial, and the first Responder Web series has a fairly high rating on IMDb (Internet Movie Database), reaching 8.0/10 (IMDb, 2024). This web series is considered to have a considerable and wide-ranging impact. From these data, it is evident that the ideology of the firefighter profession as a humanist hero is a way for the media market to increasingly recognize that the profession has undergone a symbolic metamorphosis.

Signs are represented by language. According to Ferdinand de Saussure, there are two main components of language: *langue* and *parole*. Language is part of a language that is homogeneous or more organized, and there is an internalized system of shared rules. *Parole* is a heterogeneous part of the language and tends not to have an official system of rules (Saussure, 1996). In other words, language tends to be used all over the world and has fixed rules governing it, while *parole* varies by region due to cultural influences in the region, as well as not have fixed rules.

In this web series, there are also language and dialogue, which are conveyed both visually and audibly by the characters who play the roles of firefighters. The actions of rescue and extinguishing, as presented in the web series *The First Responder*, can help describe the profession of firefighting to the public.

It is similar to the scene in the web series *The First Responder*, specifically the rescue scene above the building. At the scene, there is a rescue mechanism language above the building that should utilize a ladder car to help officers reach the top floor. The mechanism is the official language that every firefighter profession should understand. However, the rescue depicted in the web series *The First Responder* is a rescue carried out using a car to clean the glass of a building.

The last concept is to re-present. In this concept, the creators of the web series aim to re-present to the public that the assumptions they currently hold are erroneous. The creators of the web series reimagine the firefighter profession with *The First Responder*, which aims to give the public insight into the real firefighter profession. With the redrawing of the firefighter profession, people can gain a clearer understanding of the role and its significance in the community.

The firefighter profession is featured in the web series “*The First Responder*,” produced by

Mega Monster, a South Korean production company. The emergence can not be separated from the efforts to ‘popularize’ South Korean shows in various parts of the world. The profession of firefighter is just one of the signs represented by the creators of the popular South Korean show, amid the craze for various similar shows. However, the presentation is nothing more than an attempt to identify potential and market gaps.

Researchers observed a few messages that ‘sneak’ into each sign, either in the form of audio or visual content. Researchers found that there were efforts to ‘incorporate’ the pattern of performance of the firefighting profession in South Korea. Even the web series *The First Responder* seems to be an affirmation of the firefighter profession that the profession should own. However, the web series sparked social criticism of the profession in the country where it was produced. Researchers in this study observed the efforts that hinder the use of technology in the firefighting profession. Its use is not represented in every piece of signage that appears in the web series *The First Responder*. Therefore, the researchers consider it a loophole that is not addressed by the South Korean firefighter profession and is not represented in the web series.

Web series that bring out the positive and negative sides in a dichotomous representation of the social reality they depict. But precisely the negative side will appear as a message of criticism that needs to be conveyed with authentic data. So, it doesn’t just bring up false ideologies without a clear reality.

The researchers concluded that the ideology of firefighters, who are expected to have expertise and face high risk, has become a ‘merchandise’ for web series that portray a profession of humanist heroism. It is an effort by the capital to generate profit through packaged audio-visual products.

## **Conclusion**

This study found that the profession of firefighter is represented as a profession with a high risk of stress and death. On the other hand, the profession of firefighting is also viewed as one that lacks expertise in dealing with incidents. This research case also found the consolidation and shift of the myth surrounding the Fire Department profession. The representation of the firefighter profession in the web series ‘*First Responders*’ raises distortions of meaning about the profession. The *First Responder* web series demonstrates that the ideology of the firefighter profession as a humanist hero is a way for the media market to increasingly recognize that the profession has undergone a symbolic metamorphosis.

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