The study analyzes different contents and meanings that can be given to the concept of qualification or professional skill. In this purpose, 24 Finnish editors in chief were asked how they define "a qualified journalist". The answers are studied in relation to three phenomenographic "ideal types" called taylorism, professionalism and individualism. The typology is derived from the tradition of the qualification research and the professional history of journalism. The framework is based on the action theoretical categories of psychology: behaviour (taskorientation), consciousness (identification) and personality (motivation and values), as well as three levels of action: organizational operations, journalistic manners and socially motivated activity. Quotations from the interviews are used to verify and enrich the theoretical typology. The tayloristic type conceives the journalism mainly as 'a job', the professionalistic type as 'a profession,' and the individualistic type as 'a lifestyle'. In addition, the public debate and the social scientific discussion on qualification-related phenomena (such as unemployment and education) are examined in order to find out how the argumentation reflects the above typology.