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# Abstracts

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Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

## ABSTRACTS

Adam Szynol

### Media convergence in practice

Media convergence or convergence in the media are the terms which seem to be very popular nowadays. On the one hand, they describe changes in the media landscape quite precisely. On the other hand, they determine directions of business strategies which media companies can follow. This is what the media scientists should be focused on. Moreover, convergence in the context of economic crises receives particular meaning. Media convergence in McQuails' terms gives media tycoons wide range of possibilities of savings at the audience expenses. There are plenty of examples on Polish market how the biggest enterprises use subordinated firms. Thanks to them the same media content may be quite easily and successfully broadcasted/published in different channels of the same owner. Apparently, this mild phenomenon leads to some serious consequences for the competitors and for the readers, listeners and viewers. Among which should we mention smaller competitors failures, establishing monopolistic structures in particular media sectors. The audience, however, is blissfully unaware of that their informational sphere tends to be taken over by just a few entities.

**Keywords:** *convergence, media economy, monopolization.*

Agata Karaśkiewicz

### Text, picture, and their mutual relations in the creation of media coverage exemplified by leaflets

The object of the study was the perception and interpretation of advertising messages composed of image and text, with particular emphasis on the relationship between those two, their mutual influence and contribution to the message, as well as the metaphors present therein. The research was in the form of an extensive questionnaire. The analysis was based on the advertising material contained in leaflets of the five Polish mobile networks. A high correspondence between perceiving the mutual relation of image and text and their functions has been observed. The examination of the responses to the survey questions suggests that the respondents think the image does not carry a contrary meaning to the text. To their mind it does not develop or modify the way they understand the text nor does it explain the text.

According to the respondents it is thanks to the text some of the elements of the image are possible to comprehend. The image evokes curiosity about the text's contents and may lead to a deeper analysis. The text expands the meaning of the image by adding new elements, but does not modify the way the image is understood. Moreover, it has been observed there is a consistency in perceiving (or rather not perceiving) the potential figurativeness of the message. The respondents declare that the relationship between the text and the image is neither based on a non-literal

understanding of the text nor a non-literal understanding of the image.

**Keywords:** *text, image, relations, advertisement, leaflet.*

Aleksandra Czerwi, Katarzyna Obłozą

### **The role of the media in creating the image of healthcare centres in Poland**

The purpose of this article is to present the results of a study on the role of the media in creating image of the organization in health care area. The media can more or less intentionally create the image of medical institutions by presenting current events in news. The media in the ruthless struggle for the viewer devote too much time to communications with strong emotions – disasters and accidents, medical malpractice, postoperative complications, corruption scandals in the medical community, protests, shortage of staff and beds in hospitals, too long waiting time for benefits, etc. – ignoring the facts of harmony and cooperation, such as scientific breakthroughs, successes of the workers and of healthcare facilities, free examinations, ranking of the best medical facilities.

**Keywords:** *image of the hospital, media relations, cooperation with the media, the media.*

Jakub Stempień

### **Mass media and the institutions of state control as a watchdog – mission and limitations. Analysis with the use of Principal-Agent Model**

The analysis presented in the paper is based on presumptions of „Principal-Agent” model applied into investigations of representative democracy systems. Four ways of civic control among government performances are distinguished. The article focuses on describing two of them: media and self-control of public administration. The activity of watchdog NGOs and non-formal civic actions is discussed in the same perspective. In the article empiric data referring mostly to present-day Poland is presented and analyzed.

**Keywords:** *“Principal-Agent” model, representative democracy, mass media, investigative journalism, watchdog NGOs.*

Paweł Urbaniak

### **The autonomy on the media market as an element of journalistic culture**

Daniel C. Hallin and Paolo Mancini list three basic indexes of the level of journalistic professionalization: the autonomy, separate professional norms and service for public interest. The authors of *Comparing media systems* while defining the level of professionalization of journalistic cultures put emphasis on the independence of journalistic environment from external subjects, which are the elements of state administration. The bigger this independence is, both in defining the rules of behavior for media people as well as in controlling them, the bigger – in Mancini and Hallin’s opinion – is the level of professionalization. According to the researchers the level of autonomy is also one of the criterion for affiliation of individual media systems to one of three basic models. However, these researchers have not analyzed media systems in the countries of central and eastern Europe. Because of low level of autonomy of the institutions forming them, it seems that media systems in these countries resemble the most the Mediterranean Model in which the state still plays the most important role in regulating media market. This article aims at preliminary description of the level of autonomy in media systems in chosen countries of central and eastern Europe mainly through the characterization of their media accountability systems.

**Keywords:** *autonomy, deontology of media, self-regulation of media, media accountability system, journalistic culture.*

Marta Wybraniec

### **The world of libretto text and/or message of a ballet performance**

A ballet message is expressed in a written form as a libretto, or a programme and in dance as a performance. Libretto is mainly considered as a grammar of specific dance record and then occurs in a view of situation or communicative action whose main purpose is to interact with the auditor.

**Keywords:** *theater, dance, libretto, communication.*

Justyna Makowska

### Values and language valuation in the auction description on virtual trading platform Allegro

In the article the problem of valuation methods and the types of values (according to Jadwiga Puzynina) was raised. It concerns these valuation methods and the types of values which can be found in the texts and whose function is to present and advertise clothing sold in the auction site Allegro. There was an attempt taken to identify differences in auction descriptions targeted to women and to men.

**Keywords:** *valuation, private advertisement, auction site Allegro.*

Tomasz Masłyk

### European universality in the perspective of digital inequality

The impact of information and communication technologies (*ICT*) on the lives of entire societies and individual members is now widely discussed and is the subject of many research projects. One of the problems strongly associated with the evolution of the information society is the emergence of the digital divide – on one side there are beneficiaries of change, on the other those who are not keeping pace with the development and, therefore, incur relatively high costs. Given the complexity of the factors responsible for the emergence of digital inequality, the objective of article was to decide to what extent some of these factors are specific to European countries, and to what extent, they are universal. Based on the data from the European Social Survey study completed in late 2010 and 2011, a comparative analysis between Internet users and nonusers coming from a dozen European countries. The issues that were the basis for comparisons related to a number of key questions: 1) socio-demographic characteristics, 2) involvement in social and political activities and activity in family and friendship relations, 3) the use of traditional media, and 4) the nature of the personality profiles

**Keywords:** *ICT, information society, European universality, digitalization.*

Izabela Łapińska

### The Strange/The Other body object in photography

Importunate voyeurism revealing intimate spheres of human life has become a form of communication in the contemporary culture. Intimacy of another person, and particularly their otherness appear to be a desirable attraction in art.

Photojournalism in the most intense way confronts the viewer with otherness. Watching the real world, the real Stranger is something that boosts people's curiosity. Therefore, 'close-up' photos are often regarded as a kind of harassment. Faces and bodies of apparently excluded people, shown with the photographic truth, exceed the perceptive breaking point in a risky way. The Other becomes a subject, cannot go unnoticed. There are social worlds and those Strangers/Others which are not revealed, and if they are brought to light, it is mainly to define a certain problem, anomaly, oddity, in order to mock them or warn against them or to use them as a visual decoy.

There are few artists who, while photographing a Strange/Other corporeal object show genuine empathy, being aware of the fact that they cross the boundary of shame and morality.

By the power of reflecting the reality, photography is a demanding medium – it is all too easy to harm somebody, however the basic task of the photography is to 'touch' and get familiar with the Stranger/the Other.

**Keywords:** *photography, human, the body, voyeurism, intimacy, exclusion.*