

and the last chapter concludes this part with the analysis of cross-media synergy that should be considered the central strategic concept nowadays.

The authors of the third part try to analyze the issue of experimenting with the audience. Sihvonen and Simpson examined media systems in Finland (democratic corporatist model) and Great Britain (liberal model) and found out that commercialism has promoted populism and tabloidization not only in papers, but also online. Vargo focused on building effective social networks and showed some strategies, having in mind that consumers are “drowning in content” and Lazarsfeld’s two-step flow theory may no longer be always accurate. The last chapter of this part covers the problem of the lack of cross disciplinary thinkers and the ways of planning the future issues in the present conditions (prototypes and science fiction).

The last part of the book, entitled “Ongoing strategies” once again stresses how important contact with the audience is. The second chapter analyzes free and paid-for content and the final chapter is a summary of all the issues undertaken in the publication.

Traditional media manage to adjust to the new reality of the media landscape much better than one could have thought, yet they still have a long way to go. Online versions are still considered less worthy than paper ones and media owners still think they know what their readers want, even without interacting with them, but the authors agree that newspapers have not had the last word yet.

The book *Content is King* is a very up-to-date publication that can be useful for news managers, media owners and scholars. It focuses on newspapers, mainly local, and in my opinion it could include other media that also have to face the changes of the media landscape such as television and radio, especially considering how important the notion of convergence is, but it is definitely an insightful and accurate publication that should be read by anyone interested in social media and news production.

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**Ewa Nowak (2014). *Ustanawianie agendy politycznej przez media. Efekt newsa w Polsce* [Media-Policy Agenda-Setting. The News Effect in Poland]. Lublin: Wydawnictwo UMCS, pp. 356, ISBN: 978-83-7784-511-0.**

The history of agenda-setting research dates back almost 50 years. During these years, much research has been conducted in this field in different parts of the world. It has proven the strong influence of media upon public opinion. While agenda-setting research and theory were developing, scholars endeavored to identify factors that affect the scope of the media effect. Many of them (among others: Baum-

garnter, Green-Pedersen and Jones) tried to learn how deeply media could influence public policies. Ewa Nowak's book, *Media-Policy Agenda-Setting. The News Effect in Poland* is one of the first Polish attempts to present comprehensively a new research stream: political/policy agenda-setting.

The work consists of six chapters. In the first part of the book, the author described the stages of development of research focused on the effects of mass media. She focused on media's influence over politics and on political media effects and recounted the evolution of the agenda-setting paradigm and its ups and downs. Moreover, she did not forget to include the latest trend in agenda-setting research: the network agenda-setting model, which is also called in the literature the third level of agenda-setting. Additionally, concepts and terms frequently used in the field of agenda research were discussed in the book (among others: *agenda-setting*, *policy agenda-setting*, *policy agenda-building*, *agenda-building* and *information-subsidy*). Also, the author analyzed the relationship between media's agenda, public's agenda and political agenda and pointed to the real world factor and its role in the agenda-setting process.

In the second chapter, the theory of news framing and the concept of priming were described against the background of agenda-setting studies. Readers will find there information about different types of frames, types of effects, and their role in politics. Also in this chapter, the author reviewed the studies on the effects of the global media on political decisions (the so called CNN-effect). According to some of the researchers, global news channels such as CNN or BBC can have an effect on the great powers' decision-making process and its results, especially with regard to widespread international conflicts. It is worth underlining that the author presented the views of both supporters and opponents of this concept. In addition, in this part of the book the concept of the mediatization of politics and mechanisms behind this process were explained.

A key part of the work is the third chapter. It has been devoted entirely to research approaches in the field of political/policy agenda-setting. This area of investigation has emerged quite recently in the United States. Till now, there was very little research conducted in this field. Most of this treated media reports as an independent variable, which more or less determines the content of a given agenda or policy, i.e., a dependent variable (p. 136). The results are still indecisive. Theoretical and empirical discrepancies arise. Many scholars apply their own research models, as did Ewa Nowak in the empirical part of her book.

News media and the Polish political system are the subjects of the fourth chapter of the book. Besides quoting Hallin and Mancini's concept and applying the criteria created by them to Central and Eastern European countries, the author provides comprehensive data on news media in Poland, including readership and audience measurement ratings.

The last two chapters represent the empirical part of the book. The first contains quantitative analysis of the issue of salience transfer from television's agenda to the

political agenda. The second consists of case studies (the analysis of qualitative research). The research was based on television broadcasts, which are constantly the most important source of information about politics in Poland.

The author has applied quantitative and qualitative research methods and has proposed a novel approach to media effects research. However, one can not agree with all the conclusions emerging from the quantitative part of the research. This reflection applies mainly to the interpretation of part of the statistical data. Due to the specific character of the research subject, drawing conclusions from the quantitative data is almost unjustifiable and can lead to a misinterpretation. On the other hand, the qualitative part of the book perfectly complements the author's research and makes the mechanism of the news effect fairly comprehensible.

Ewa Nowak's study provides a compendium of information about agenda-setting research. Besides systematizing knowledge of previous research and theory development, the author introduced new issues and discussed the research trends emerging in recent years. To conclude, news media are essential in the process of political agenda-setting. However, as the author noted, the occasionality and conditionality of their influence should be borne in mind.

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**Maciej Miżejowski (2013). *Ochrona pluralizmu w polityce medialnej Włoch* [Protection of Pluralism in Italian Media Policy]. Kraków: Księgarnia Akademicka, pp. 204, ISBN: 978-83-763-8231-9.**

The reviewed book contains an analysis of the institutional arrangements in the field of media pluralism in a European way and their practical use in politics in Italy. The book discusses the main aims of media policy in the European Union, claiming media pluralism as a necessary condition for the effective functioning of democracy. The formal presence of numerous legal standards in Italian legislation, pointed out by the author, paradoxically contributes not to strengthen but weaken the realization of citizens' rights to information. The author explores what is the reason, pointing out the main characteristics of the Italian political system which are: provisionality (*provvisorieta*), temporality (*precarieta*) and the ability to return to a political equilibrium (*capacità di recupero*). These features, in the author's opinion, determine the shape of contemporary media policy in Italy.

The theme undertaken by the author enables understanding of protection of pluralism mechanisms in a democratic political system in relation to the standards