

cussions about “boundaries” of journalism becomes relevant to follow and to study. They make it possible to discuss the role of journalism both within media companies and in society. Finally theories on professionalism make it possible to discuss what differs journalism from production of any soap.

Gunnar Nygren

SODERTORN UNIVERSITY, SWEDEN

Dorota Piontek, Bartosz Hordecki, Szymon Ossowski (2013). *Tabloidyzacja dyskursu politycznego w polskich mediach* [Tabloidization of Political Discourse in Poland]. Poznań: Wydawnictwo Naukowe WNPiD UAM, pp. 170, ISBN: 978-83-62907-44-1.

The book provides scientific knowledge and many observations about the tabloidization of political discourse in Polish media. There is a change in the way of conducting political discourse, in which the leading role is played both by journalists and politicians. The quality of the media offer is changing. It is visible in the selection of topics in news programs, the process of reporting events by journalists and behavior of hosts and their guests. Mediatization of politics is always accompanied by tabloidization of political discourse being a result of media’s tabloidization. The authors aimed to collect the data allowing verification, using political and communication science tools, of the notion of trivialization of political discourse. They start with the premise that communication studies as a young discipline should use methodological and epistemological achievements of many other fields. They sought therefore roots of tabloidization research in various currents of reflection on discourse. The book is an attempt to describe the process of tabloidization, mainly affecting the media system, but which also influences the political and social system as a whole. Then, the process of tabloidization is understood by the authors broadly — not only as the change in journalistic standards, but also as a change in the public space.

The monograph was created by Piontek, Hordecki and Ossowski. It consists of four coherent chapters which fall into place. The first chapter starts with the basic knowledge about tabloidization, the second takes up the problem of multifaceted tabloidization research, the next is dedicated to changes in journalistic standards and the last one presents empirical data about tabloidization of political discourse in Polish news programs and main conclusions.

The opening chapter is the shortest one, which defines tabloidization and presents a short description of the development of research in this area. It also indicates the influence of tabloidization on political debate and the factors which conduce tabloidization, like for instance commercialization and technological progress.

There is emphasized distinction, in both formal and content level, between traditional journalism which is serious and opinion-making and “yellow” journalism, which is defined as the opposite of the first one.

The authors dedicated an important part of the book to the multiplicity of aspects of research on tabloidization. They presented a wide theoretical background which is a great part of the book. The chapter describes inter alia theoretical paradigms in the study of discourse. There is an attempt to connect the perspective of public discourse analysis with the Habermasian concept of a public sphere. The authors focused on the study of tabloidization in a Habermasian perspective, in which various types of proceedings are motivated by one of three types of rationality. These rationalities are the basis of three types of interests: technical, practical and emancipatory. In this chapter the authors showed how wide the horizon of research on tabloidization can be.

Chapter three of the book is a study devoted to the changes in journalistic standards. The authors sought the answer to the question of who is a journalist today, pointing out a number of definitions and approaches to this subject. Attention has been focused mainly on the ethics, the characteristics of journalism as a liberal profession, the role of mission, the status of journalists and the press law. The authors also analyzed the codes of ethics of main journalists’ associations in Poland and examined how journalistic standards looked in the light of research.

Closing the monograph, chapter four presents the data about political discourse in news programs. The empirical part of the book focuses on the analysis of the two most popular Polish news programs at an angle of tabloidization. The programs were examined both in terms of content (types of news, topic, actors etc.) and form of presentation (formal or informal, emotional etc.). This chapter is very germane, because it contains a detailed analysis of data collected by researchers and conclusions on changes in journalism and tabloidization of political discourse and communication space.

Tabloidyżacja dyskursu politycznego w polskich mediach is a valuable monograph, because it combines in a thoughtful way empirical research and a wide theoretical background. The authors analyzed the tabloidization of political discourse in a coherent and comprehensive way. The book presents a set of trends, theories and concepts which creates a broad background for detailed empirical research. Due to this and the data analysis, the authors describe solidly the process of tabloidization of political discourse in Poland. The book is a very valuable piece of work, being a successful attempt at describing the complex and dynamic process of tabloidization, mainly its influence on the media system, but also affecting the whole sphere of communication. It could also stimulate forward discussions and research on tabloidization of political discourse.

Paulina Barczyszyn

UNIVERSITY OF WROCLAW, POLAND