

**Mihai Coman (ed.) (2010). *Models of, Models for Journalism and Communication/Modèles de, Modèles pour le Journalisme et la Communication*. Bucharest: Ars Docendi Publishing House-University of Bucharest, pp. 555, ISBN 978-973-558-515-0.**

The volume edited by Mihai Coman, *Models of, Models for Journalism and Communication/Modèles de, Modèles pour le Journalisme et la Communication* is the only bilingual work (English and French) in communication studies ever published in Romania that brings together leading scholars of the field — Peter Gross, Karol Jakubowicz, Elihu Katz, Timothy Kenny, Bernard Miege, Pierre Moeglin, Eric Rothenbuhler, Colin Sparks — and other foreign researchers from 14 countries, in an exchange of ideas about “transformations that occurred in the media and communication landscapes after the fall of Communism, in 1989” (p. 9). This book covers an important area of research which highlights the need for a closer understanding of journalism cultures, popular culture, media and public sphere, multimedia, public relations, advertising and corporate communications. Broadly speaking, the book presents 40 interdisciplinary studies of researchers participating at an international conference devoted to the 20 years since the creation of the School of Journalism and Mass Communication Studies from the University of Bucharest.

Peter Gross and Timothy Kenny’s chapter *The Media Transformation in Central and Eastern Europe Is Over; Long Live the Transformation* opens the exciting field of debate about the consequences of political, economic and social transition in Central and Eastern European (CEE) journalism. According to the authors the journalism promoted by the media from the countries of Central and Eastern Europe has lost its chance to take on Western model standards. Basically, in the last 20 years, the media in post-communist countries have failed to become a truly incorruptible, uncensored, non-political, non-partisan and independent institution. Nevertheless, Gross and Kenny concludes, “[t]oday’s journalism in CEE countries has completed its transformation; it has not emulated its Western counterparts but has naturally evolved into it in a not-so-smooth historical continuum, despite its relatively brief (but also influential) communist detour” (p. 19). Along the same lines, the work of Colin Sparks — *Theories of Transition* — proposes an interdisciplinary approach to the term “transitology” (an expression that refers to “societies which, in the last third of the twentieth century, moved away from a variety of dictatorial regimes” (p. 91)), that has been imported from political science and has been placed in the media sphere. Sparks argues that transitology should be considered in the case of Central and Eastern Europe as opposed to the model of democratic governance and market economy. From this perspective, very few countries in Central and Eastern Europe can be classified as authentic democracies with functioning market economies. Using the typology of B. Berg-Schlosser (2004), which creates a scale of post-communist democratization (for example

A-type states, which have reached or are about to achieve the ideal of democracy, such as Poland or Slovakia or D-type states — Ukraine, Belarus — which are non-democracies), the author explains why the media systems of CEE countries have gone through different transitional processes. However, the conclusions drawn by Colin Sparks do not converge with those of Peter Gross and Timothy Kenny, who believe that the transformation of media systems of Central and Eastern Europe has not yet finished, on the contrary “[t]ransition, and its faults, are likely to be with us for some time yet, and so too are all the problems it brings for the mass media” (p. 103).

A call to change the media system is the main topic of analysis provided by Karol Jakubowicz. *Participation and Partnership: A Copernican Revolution to Re-Engineer Public Service Media for the 21st Century* advocates the redefinition of policy and regulatory frameworks relating to Public Service Media (PSM) and rethinking of PSM organizations and their relations with the audience and civil society. The author concludes that the time has come for a new, participatory stage of PSM evolution, based on partnership with, and participation by, users and civil society in general. “This is required in order to meet the new expectations of the public, but primarily to provide new legitimacy and rationale for PSM, as the old one, speaking to the general public on behalf of the elite, is no longer tenable. To survive in the 21st century, PSM needs a new sense of itself and its place in society” (p. 21).

An outstanding paper published in this volume is presented by Elihu Katz, *On Sixty Years of Research and Theorizing on Mass Communication*, which is a review of six decades of empirical research on communication studies. The author deconstructs media communication in four distinct parts — Ownership, Technology, Content and Context, and illustrates “how each of them treated television in its heyday [...], and how each of them is now addressing the new information technologies” (p. 50). In each of the four areas occurred significant changes due to the emergence of broadcasting. For example in terms of context, television has moved politics inside the public’s houses or “[b]roadcasting invited people to return home, and to sit together as a family, and thus, indirectly, to tailor content to the living-room audience” (p. 50). On the other hand, technology has created the “global village” (McLuhan), where information travels relentlessly and this “would allow more togetherness and greater freedom”, and content produced participatory audiences and became a tool of indoctrination too (p. 50–51). According to Katz, these changes have not been adequately investigated by scholars, thus “research focused on content is being overtaken by technology and context, and that long-term effects are superseding the short-term”, and in terms of ownership “we have neglected the institutional aspect of mass communication” (p. 52). In the final part of his paper the author makes an appeal to interdisciplinarity and invites researchers from all fields to cooperate.

As has been previously seen, the book *Models of, Models for Journalism and Communication/Modèles de, Modèles pour le Journalisme et la Communication* is an

impressive range of academic and practitioner-based expertise, which produce a clearly-structured and focused discussion about the complexities surrounding the important topic of communication studies.

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**Bogusława Dobek-Ostrowska and Kamila Majdecka (eds.), (2011). *Studia empiryczne nad komunikowaniem politycznym w Polsce (Empirical Studies on Political Communication in Poland)*. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, pp. 258, ISBN 978-83-229-3157-8.**

Detailed investigation and analysis of social phenomena as well as drawing correct conclusions about how voters make their decisions requires interdisciplinary research conducted by specialists in many fields. This challenge facing scholars specializing in media studies, communication, sociology, cultural studies and law is a complicated one, because of the transformations which have taken place in many fields in Poland. These transformations influence voters' activities and interests in political campaigns to Polish and EU institutions. Another problem is the frequency with which the Polish citizen can take part in exercising his/her democratic right. The higher the frequency is, the lower the interest society has to vote actively. Moreover, legal regulations which determine the scope of political marketing practices and actions taken by electoral committees to persuade voters, underline the importance of describing instruments and mechanisms used in various electoral campaigns. It is very beneficial that *Empirical Studies of Political Communication in Poland*, a publication edited by Bogusława Dobek-Ostrowska and Kamila Majdecka was published by University of Wrocław Press in 2011. This should be one of the most important publications in this field.

Unlike the USA or Western European countries, where political advertising and political marketing have already taken an important place as a research field for many decades, in Poland there are still many questions concerning the cognitive nature of man in certain social and political environments. These questions still require a detailed analysis. It was in the 1990's when Poles started to gain experience in organizing political campaigns and this period is indeed very short. Conducting empirical research on people's political behavior in Polish reality is interesting because it involves a living organism which is not fully formed and for that reason overreacts. When deciding, the voter is often not influenced by the party's political programme, candidates' profiles or abilities to perform their function. Very often impressions, appearances and other irrational factors count for far more.