

homogeneity in her paper. For example, the first subchapter title resembles talking to oneself: “Why did I choose the advertising narration?” Obviously, this is a strategy for better appealing to readers, making them curious in the end.

To conclude, this book opens new research directions in advertising, by coming up with arguments to support mythical influences on storytelling and proving how meaningful an advertisement can be. In short, it proposes a different way to understand advertising that both professionals and academics will find useful and interesting.

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Bogusława Dobek-Ostrowska, Bartłomiej Łódzki and Wayne Wanta (eds.) (2012), *Agenda Setting: Old and New Problems in the Old and New Media*. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, pp. 168, ISBN: 978-83-229-3322-0.

The book provides up-to-date scientific knowledge and thorough information on new theoretical ideas and concepts associated with “old” agenda setting theory. It gives an excellent overview of contemporary agenda setting research and describes new challenges it faces in the new media era.

It consists of 10 very different chapters written by 12 authors coming from various scientific backgrounds. Readers will find here papers and discussions not only about old and new problems in the old and new media (as mentioned in the title). Some papers focus on the theoretical framework or the evolution of agenda setting theory and the need to rethink its assumptions; others focus on research methodology and formulate proposals of specific methodological approaches and research areas. Finally, there are papers dealing with very particular issues that present results of succinct research and a further discussion on its aspects.

All the papers refer to agenda setting theory. It is the main and, in fact, the only unifying theme of the chapters. Readers will not find here one consistent approach to the subject, but rather many different angles and scientific positions, various points of view and areas of interest co-existing within the same theoretical framework. Is this a weakness of the book? No. These different angles and scopes create something like a view from inside a kaleidoscope — different fragments form together an entirely new whole that is worth seeing. There is added value in it.

Variety is one of the main advantages of this book. It is visible not only in a diversity of angles and scientific scopes, but also in the differences between researchers and academics — the authors of the book; they are from different scientific backgrounds, they come from several continents and many different countries (e.g. Malaysia, Lithuania, Poland, USA, Turkey, Slovakia). Some authors look at agenda

setting issues from a national perspective, which makes this book even more interesting. Moreover the authors belong to different generations. Some of them are young scientists at the beginning of their scientific and research career (graduate students, PhD students), others are experienced and respected researchers who have dealt with the subject of agenda setting for many years, published dozens of papers and conducted a number of studies in this area (e.g. Wayne Wanta or Dana E. Mastro). Thanks to this the book resembles a very interesting and inspiring mosaic.

What enables so many different academics and researchers to find their place within the frames of agenda setting theory? They not only find their place in this scientific area, but apparently they feel good here, willing to continue agenda setting research. Trying to apply the theory in new communication contexts, they discover new perspectives and possibilities brought by it. Most of them still appreciate this 40 year-old theory.

Since 1972, when the first agenda setting study was published by McCombs and Shaw, everything has changed. The changes in the media environment were rapid and unforeseen. The new medium emerged. Developments in media technology brought changes in the media environment (decentralization and “demassification”), in means of communication, importance of time and space constraints, media use patterns, journalism, etc. Nevertheless, this “old” theory continues to inspire media researchers in the second decade of the twenty-first century.

Apparently, agenda setting theory is still valid in the Internet and social media era. Moreover, it has the advantages of a good theory. Amira Firdaus indicates some of the advantages of agenda setting theory in the second chapter of the book. She enumerates heuristic flexibility, generalizability (utility of its constructs and the wide application of its ideas), broad theoretical scope (the theory can be applied to studies in different areas), etc. Finally, agenda setting theory is parsimonious (straightforward and succinct). The researchers recognize and appreciate its advantages and that is why they apply it in their studies.

Nevertheless, the book would be interesting not only for experienced media researchers, but for communication students as well. Thanks to the easy to understand, thorough explanations of the theory’s assumptions and nuances, the recent literature review and many references to other communication concepts and theories (the spiral of silence, Gerbner’s cultivation theory, gate keeping, etc.) students will find this book very helpful and useful for understanding one of the most important communication theories and for identifying possibilities of its application in contemporary media research.

The book consists of ten chapters. Six of them (chapters 5 to 10) focus on specific issues and recent studies conducted by their authors (e.g. the media role on the public engagement into foreign policy in Lithuania or the methods of media coverage of famous people’s deaths). The first four chapters focus on the more general aspects — the authors discuss the theoretical framework and research methodology (e.g. they propose the expansion of the theoretical and methodological scope of agenda

setting research, they construct a framework for applying the theory in research dealing with international news or they prove that the individual becomes the active expounder of the media subject).

Only three chapters focus mainly on new media. I would have preferred more of them on this subject. Nevertheless, those included in the book present the results of extremely interesting research and some proposals for future studies that hopefully will inspire many media researchers.

The most important value of this book lies in pointing out on the need to rethink and refine agenda setting theory “to reflect the new environment of new media.” At the same time, contemporary media researchers have to be aware that “simply applying old models upon new media” will not work, but still they should accept the challenge.

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Andrzej Baczyński, Michał Drożdż et al. (2012). *Convergence: Media in the Future*. Kraków: Fall publishing house, pp. 344, ISBN 978 83 62275 50 2.

This notable volume, though in view of its structure not a handbook in the ordinary sense, is a must for scholars' bookshelves and academic libraries covering Journalism and Communication Studies. The value of the work is guaranteed by its academic origin. The essential part of the publication is composed of media-related research done in the Institute of Journalism and Social Communication at the Pontifical University of John Paul II in Kraków. The rate of the work is magnified by the fact that the publication appears after the 4th Central European Communication Forum (CECF) which was hosted in Kraków between May 5 and 7, 2011. The CECF was entitled *Convergence: media in future — future in media*. The Central European Communication Forum is the most important scholarly forum in Central Europe, integrating scholarly and professional circles in the field of media and social communication from Poland, The Czech Republic, Slovakia, Hungary, Bulgaria, Romania, Austria, Germany, Latvia, Lithuania, Belarus, Russia, Ukraine, Kazakhstan and other countries. Such a creative international platform for the exchange of ideas, experiences and scholarly work was a priceless background for this publication.

Although the notions of convergence, interactivity or inter-mediality have begun to appear more frequently in recent scholarly publications on empirical research regarding communication and communicating, nevertheless the publication is unique in theoretical and practical discourse, insofar as it pertains to problems and phenomena of contemporary media culture and information civilization symptoms, as they appear in numerous countries such as: Belarus, Romania, Slovakia, Poland, etc. Its various articles are the fruits of the research of particular authors,