

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,

as well as of national centers, which are keen on monitoring how the media change their role, particularly within its national context.

The publication takes a close look at the recent unifying tendencies in the area of new technologies, referred to as the phenomenon of “media convergence.” The published results probe the dimensions of the convergence phenomenon on the basis of empirical knowledge about the processes of technological change in the world of media, and on the basis of theoretical analyses regarding contemporary media spheres. The phenomenon is a consequence of the dynamic development of information and telecommunication technologies, as well as the development of the so-called information civilization. Right at the beginning of publication the editors define the term as: “a whole set of phenomena concerned with media and communication tools becoming similar to one another and beginning to fulfill similar functions even though primarily they were not related to one another” (p. 7).

The main purpose of these analyses was “to show various dimensions of technological convergence in the field of media as well as to present some theoretical attempts at apprehending anthropological and ethical consequences thereof” (p. 8). The publication’s twofold aim is to describe the current state of convergence process, as broadly defined at an international level, and to enable individuals working in diverse parts of the field to place what they are doing within a wider context. To that end, the book comprises three chapters from eighteen editors and contributors. Most contributions provide the reader with a résumé of the history of scholarship in the subject area concerned, as well as a description of the current state of research, and a more or less extensive bibliography. All the articles start with a short conspectus and a list of key words, which the reader may find very helpful.

The useful introduction and the first chapter are written by the main editors (A. Baczyński, M. Drożdż). The first chapter is entitled *Convergence as a challenge for media ethics*. Its structure is determined by the complementary articles of the two main editors. The “sandwich structure” of the chapter suites quite well the purpose of addressing the topic of ethical aspects in media convergence. This part of the book is aimed at media system perfection, as well as practical ways of assisting society in the era of media civilization. The authors demonstrate the need for a new approach to media ethics in the context of new problems shown as effects of the convergence, e.g. “In the spirit of the thought one can hope that a critical look at the history and the present of Catholic radio broadcasting in Poland will not only refer to ‘memory.’ But one can cherish the hope that history and the present are still going to be helpful in a further study and building in the future of the ‘identity’ of radio, which will effectively fulfill its public mission and be in the service of man and community” (M. Drożdż, p. 128).

The two subsequent chapters are predominantly a collection of articles from various authors on orientation. They are arranged thematically according to the titles of the chapters: the second chapter — *Media convergence as a way from present to future*, and the third chapter — *Journalism in the new converged media*.

The second chapter is an attempt to draw attention to some tendencies in media convergent development which show the direction and character of the passage from the present to the future of the media. The third part, on the other hand, is an attempt to diagnose new challenges to journalism in the context of multifarious media convergence. This schema works quite well, although some related topics, in the same chapter, (e.g. “Advertisement and its consequences for the content of mass media, for its reception and its interpretations” written by M. Lisowska-Magdziarz and “Origins and characteristics of public trust for independent media in Belarus,” written by N. Manayeva, Y. Drakakhrust) do not appear together as a result of development of the thought from the other article.

The analyses contained therein undertake to answer the question whether the convergent media of the future will change the quality and specificity of journalism e.g. “Media in crisis and the crisis in the media, we came to the conclusion that the journalistic profession, as well as journalism itself, experiences a change that is comparable to the birth of the printing press [...]. No matter what the future brings, journalists and media workers are more than ever required to be multifunctional and their skills must be multidisciplinary. However able they are to work with multimedia, the basics of ethics must be present in their work in both spaces — online and print” (Z. Komárová, p. 338).

While every article has something positive to offer, intermittently there are some disappointing features. For instance, on occasion the discussion is so compressed that it is little more than a technical list of past and present scholarly views that non-initiates will find rather off-putting. This fault — if it is such — is counter-balanced by the inclusion of areas which some might be tempted to characterize unfairly as peripheral: ethical integration in global communication processes, info-ethics, addiction to “virtual love,” unethical PR, radio on vision, socialization on the Romanian internet, news diffusion, media consumption in Belarus, commoditization, converged brands, incommensurability, SMS copywriter and blog-media convergence. Moreover, the diverse articles by M. Drożdż, A. Baczyński, M. Lisowska-Magdziarz and Z. Komárová struck this reviewer as especially interesting and enlightening.

The above-mentioned shortcomings pale into near insignificance compared to the great service done to us by the editors and international contributors as a whole. It must be admitted that the book represents a valuable study whose strong feature is undoubtedly its focus on the principle that context is everything. Indeed, no scholar in the early twenty-first century should be surprised to find a survey such as this. Thus, the book succeeds overall in providing a service to the neophyte and a stimulus to the initiate, in a way that makes it a unique research tool. As such, it will be of help to a wide range of people, not only scholars but those people who are interested in modern convergence processes.

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