

focus on trivial contents and conflicts, disrupted perspective of viewing politics and helplessness towards threats or hate speech.

The author, just like other researchers, advises that “internet glasses” should be taken off in assessing the abilities of new media. Restraint should be shown in all cases, from the Arabic uprising to the movements of Occupy Wall Street, so willingly deemed as the “internet revolutions” (p. 219). Internet media are a technological revolution without precedence in history, but technology is only a tool for changes because “freedom cannot be won by tweeting” (p. 220). A similar anti-deterministic technological standpoint is presented by the author in many other matters by painting out skepticism towards the prompt arrival of a half-direct democracy. He deems that currently we cannot see solutions that could assure the demand to accomplish a deliberative democracy. In the author’s opinion, the largest challenge of the digital era for new media will be their ability to adapt to similar tasks towards democracy that we expect from traditional media (p. 209). The book by K. Jakubowicz contains his diagnosis regarding the future on democracy and the role of the media, avoiding radical opinions and judgments. A diligent reader will find many interesting issues about the condition of democracy and media, and new roles for everyone in public communication which is created in the digital era, in which all of its participants must find themselves somehow.

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**Norbert Merkovity (2012), *Bevezetés a hagyományos és az új politikai kommunikáció elméletébe* (Introduction in the theory of old and new political communication). Szeged: Pólay Elemér Alapítvány, pp. 218, ISBN 978-963-9650-99-2.**

The book of Norbert Merkovity confers the area of political communication in two parts, so it concerns itself with both old and new political communication. His aim is to provide a theoretic summary to define, to extend and sometimes to control the achieved results of political communication from the last century until today and he tends to highlight the changes. He analyses the old and new era of political communication and points out the differences of these two periods. Based on Gianpietro Mazzoleni’s public dialogue model of political communication, Merkovity distinguishes the actors of political communication, therefore he examines the mentioned eras from the perspective of the political system, the media system and citizens/voters.

The book consists of twelve chapters which are divided into two parts. The first part’s six chapters deal with old political communication. The first chapter starts with the definition of political communication and based on rich interpretations of international literature it describes the definition of political communication on three levels separately — space, public arena and strategy of struggle for power.

The following chapter is intended to give a brief historical overview of the praxis of political communication which has been missed by the author in Hungarian literature. According to the history of media the book presents the development of political communication divided in the pre-modern, modern and postmodern ages. According to the author we get a great thematic summary from ancient times, through the presence of the electronic media to today's digital era. For the sake of transparency the summary can be read arranged in the table at the end of the chapter. The third chapter surveys the research history of political communication and it presents communication scientists' studies with interesting examples.

The author — as against the vernacular — considers it necessary to contrast political communication and political marketing. This means that the next two chapters examine political communication and marketing separately but he draws the conclusion that the two disciplines are closely related to each other and one should not ignore the other. Merkovity examines political communication with the help of the above mentioned Mazzoleni's public dialogue model and shows us how the actors of the triangle could connect to each other. After the theoretic introduction of political marketing he deals with party and electoral marketing from practical aspects. At the end of the chapter he collects the main differences and compares political communication as "room" where the aim of the actors of the political system is good communication towards the media system and citizens and political marketing as an "office" where the target is the successful sale of politics.

Closing the first part, chapter six leads us from the age of old political communication to the new era, where according to the author, the line can be determined not by the political and media system but more likely by the citizens/voters, who have new tools in their hands in the digital era.

The second part of the book examines political communication in the digital age. "Newness" appears because the online world has become the main arena for political activity so political communication is focused on this new "networked" world. The change is exemplified by the author with the analysis of five phenomena which are the following: decentralization, openness, mobilization, pro-am stratum and multipoint communication.

In the following four chapters the author examines the actors in relation to the new conditions. First he analyses the media system and shows its changes. He adjusts Bernard Cohen's idea — the media tells us what to think about — to today's media, nowadays come into prominence the idea of what we *should* think about. This chapter tells us about the concentration of the commercial aspect and partisanship. We can read about the theory of agenda setting and in this context the author confers the phenomenon of agenda melding. According to agenda melding the main question nowadays is what the consumer can do with the media, not vice versa, and this is where citizens could potentially rise up.

In the ninth chapter the author examines the age of new communication technologies from the aspect of the political system. He demonstrates this with

quantitative and comparative analysis of Hungarian and British party websites which show “how it looks like if the political system tries to fill in the role of the media system” and this effect towards citizens? Merkovity shows us the Hungarian party websites from the nineties very precisely, the readers can follow easily how the interactive and informative elements became increasingly important for parties and their websites.

After this he compares two governmental/governance paradigms, the new public management and the digital era governance whereby he presents us theories of e-democracy, deliberative democracy and e-cognocracy. Merkovity demonstrates with these theories that how citizens can interact with political systems with the help of new communication techniques.

Finally, the author deals with the largest actor of political communication, with the group of citizens/voters. Merkovity separates active and inactive networks and compares them. He uses illustrative examples to support his arguments (US presidential campaigns, Arab Spring, etc.). In the final chapter Merkovity examines the three actors again, but now he relates to the new communication technologies.

The author concludes at the end of the book that (1) the political system has new types of online contents and interaction to involve citizens in the political process. (2) Digital networks have increased the political activities of citizens, or at least, they have more opportunity to participate in the political communication processes. (3) The media have lost their monopoly over the main communication channels, its role in political communication has fallen back.

Due to the variety of its examples the book is legible and it demonstrates very well its statements with different illustrations and schedules. The aim of the author was to write a book not only for professionals. The “introduction” nature of the book is also suitable for using it in higher education, even for academics and students interested in political science or communication. In addition to this in his book Norbert Merkovity highlights the areas which have remained mostly untapped in Hungarian literature, but — in some cases — in the international research field, as well.

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**Benedetta Brevini, Arne Hintz, Patrick McCurdy (eds.) (2013), *Beyond WikiLeaks. Implications for the Future of Communications, Journalism and Society*. Basingstoke: Palgrave MacMillan, pp. 308, ISBN: 978-113-7275-73-8.**

“The broader achievement of WikiLeaks was to put freedom of information on the agenda, all over the world, and make whistleblowing a viable option in