

Michał Grech (2013), *Obraz uniwersytetu w opinii mieszkańców Polski* (The image of the university in opinions of Polish citizens). Wrocław: Wydawnictwo Libron, pp. 177, ISBN: 978-8364-275-03-6.

The book of Michał Grech refers to the current understanding of the concept of the university and its image in the Polish population. The book is an attempt to describe the way in which the image of the university is communicated in language and in the wider acts of communication, rather than in some excerpts of written texts such as articles in newspapers or TV news.

The main issues considered by Grech in his book are the cognitive categories that are useful to describe the image of the university, its internal dynamics and the external environment. What is interesting, is that the university about which we read is surprisingly different from the institutions that we know from academic life.

The usage of a cognitive perspective helps to find out what the current image of the university is, and which of its attributes are recognized by the representation of Poles. The author claims that the book does not have any particular hypothesis focus on the factor that might be verified or overthrown. Instead of that he presents a limited number of directions which help to achieve the description of the current image of the university.

The book consists of four chapters and a short ending. In the first chapter, called "History and the presence of the university" the author shows the social and historical context of the university in the world and in Poland. At first, Michał Grech focuses on the way in which the concept of the university was understood in the past from the medieval model of *studium generale* to Humbolt's conception of the university as an institution both responsible for higher education and research. Then, he shows the most vivid problems of the contemporary universities, and especially the reform of higher education taken by the Polish Government in recent years.

The second chapter provides a solid theoretical background of the analyzed problems. In this part of the book, Grech has not omitted the most valuable theories and methodological orientations such as the general system theory, the cognitive theory of the communication or the linguistic image of the world. The reader can find references to the works of well-known Niklas Luhmann, Roland W. Langacker as well as researchers and theorists from Poland, including communication concepts of Michael Fleischer or the concept of the language representation of the world of Jerzy Bartmiński. However, there are some difficulties with the language of the narration, the second chapter makes a solid introduction to the general methodology of the research on the image of some part of the world.

The third chapter of the book focuses on the particular methodology of research on the image of the university in the Polish population. This short part of the book seems to be unnecessarily separated from the previous chapter. In fact, it is an extension and application of Fleischer's theory of communication.

The next chapter describes all the important aspects of the image of the university. Grech represents the image of the university based on the results of a query that consists of eighteen questions. The results of the research are quite surprising. As he shows, the concept of the university is seen by Poles as an institution of education and there is no trace of its research activity. Poles see the university in a positive way. It is a treasure of knowledge, prestige and a chance to gain better social status. On the other hand, in opinions of people with higher degrees, the university is also a workplace of many incompetent people.

In addition, in the last chapter of the book, Grech makes an excellent analysis of the attributes that help to build an adequate image of universities in the Polish population.

There is no part of the book that we may disagree with. The only lack in Grech's work is that the author based his research only on the cognitive perspective which strongly determines the limitation of categorizing the data. Without doubt, the constructive perspective of the research would show us other facts on the image of the university.

The book is a very valuable piece of work, as it is a successful attempt at describing the cognitive definition of the university. It constitutes solid empirical research based on such an important problem as the social understanding of the concept of the university. Supported by both full and synthetic historical and cultural context of the theoretical background of the university makes the book by Grech worth reading by all academics, not only communication researchers and philologists and but also deans and other university representatives responsible for academic structures.

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Janina Fras (2013), *O typologii wypowiedzi medialnych i dziennikarskich (On typology of media and journalism genres)*. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, pp. 192, ISBN 978-83-229-3382-4.

A vigorously changing and developing postmodern world inevitable alters, pertaining to the mass media and journalism. Nowadays, researchers studying the dynamic processes in mass media structures have to deal with the phenomenon of media convergence and vibrant rearrangement of the traditional approaches within the study over communication. Progress of the new social media, crisis of the traditional ones, especially in the field of printed media, unclear visions of future media (r)evolution, profoundly impact on the general need to introduce and expand the new criteria and theoretical background for the typology and generic study of media and journalistic messages. Obviously, the cultural, economic and political