

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

circumstances and factors create pronounced odds for direct implementation of Western definitions and theories. Diverse democratic experience and the different shape of the media market call for the particular analysis of the Polish case. This perspective is delivered by Janina Frasz in her excellent work *O typologii wypowiedzi medialnych i dziennikarskich*. Professor Frasz is the specialist in theoretical analysis of journalism and mass and political communication. She is an author and editor of significant works concerning these issues, among others: *Dziennikarski warsztat językowy* (1999), *Komunikacja polityczna* (2005), *Studia nad mediami i komunikowaniem masowym* (2007). The new monographic book published in 2013 by Wydawnictwo Uniwersytetu Wrocławskiego seems to be a successful attempt to describe dissimilar scientific and colloquial approaches to mass media content and messages. Furthermore, it is an introduction to renewed typology of media and journalistic genres, which could be an appealing possibility to broader surveys.

The most valuable feature of the author's proposal is the multi-level and multi-disciplinary perspective based on the crucial poststructuralistic and postmodern discourse elements connected with communication and media research. The compound topic of the dissertation requires from the researcher a deep analysis of extremely varied academic fields, which face the questions and hypothesis linked with media messages and genres. According to the core assumption underlined in the introductory chapter, understanding and knowledge of the typology of genres is necessitated to proper usage of media content. Moreover, the metaphors of the contemporary media messages illustrated as "rapid torrent," "conglomerate" or "mosaic" necessitated the need for a description of the perspectives far from the academic ones. This viewpoint, joining the intellectual theoretical reflections with ordinary comprehensions entails that the volume possesses great utilitarian value habitually outsized for academic works.

The book is divided into five main chapters dealing with the most common and vital aspects influential for the analysis of media messages. The splendidly framed and planned structure gives the opportunity for a gradual deepening and broadening of understanding the typological proposition of the author. In particular, this idea seems to be useful for those readers who are not familiar with the achievements of contemporary mass media research. The first part of the manuscript is a summary of the differential views on the issue of the media message due to colloquial and everyday custom meanings. The number and diversification of the actors professionally attached with the dilemma as long as the universal character of the genres typology, causes the necessity for the presentation of common approaches to the question. In consequence, this part is a substantial and indispensable cognitive preface for the scientific approach consisting of diverse perspectives as the following: common approach, utilitarian-educational approach, economic-producer approach and regulatory-formal approach. As far as the diversification of the cognitive approaches are reasoning the need of the multi-aspect reflection, the same attribute determines the overview of the analytical examinations of mass media content and

messages. Expansion and development of communication and interdisciplinary nature of the conceptual frameworks within its research field, generate the exigency of the description of approaches based on the different methodological perspectives included, among others, linguistic analysis, analysis of content, information-communication analysis, media-event analysis or generic analysis. This account is delineated in the second chapter. The third part of the volume examines the question of possession of the right to implement new terminology of media messages and the general features of the media message in postmodern media convergence. The author exemplifies the problems connected with the “in between” character of messages and its hybrid shapes. The chapter is an attempt to answer the question of whether media typology should be an effect of a natural process or an artificially held action whose purpose is to protect customs and traditional rules of language. In the fourth chapter Professor Fras describes her own proposal for understanding media message. Based on the communication theory alleging from M. Bakhtin’s works, the author devotes the sense of the genre as a principal concept of culture, and in consequence, using the messages genre arrangements as an elementary unconsciousness act of every oral, written and non-verbal communication. After these four chapters include theory as far as empirical results of research, in the last part the reader has the possibility to encounter the practical approach to the analysis of the role of journalists in the improvement of generic typology. Within the structure of vivid changes of the character of journalism (the increasing role non-professional journalists, broadening of specializations and so on), the importance of those co-authors of media messages for the question of genres seems to be essential.

The monographic manuscript *O typologii...*, gives the impression of the valuable scientific work joining theoretical knowledge with practical-utilitarian perspectives. The book is a great example of a well-prepared compilation and summary of modern communication and linguistic approaches to analysis of media content and genres. Besides this fact, it is also an interesting proposal of a multi-level analysis of the case of genre and media message recognized as an abstractive and cultural primary terms definition for understanding of the entire mass media content.

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