



Also, in this part of the publication the author gives a handful of information about conditions of Polish journalism and its historical, cultural, social and economic determinants.

The second chapter concerns the specificity of the Polish local media system, including its structure and different types of ownership. It presents newsroom management problems and the process of content production. One of the subsections is particularly noteworthy, in which the author examines closely the structure of two newsrooms: the one of a regional newspaper and another one of a radio station based in Wrocław, both representing different types of ownership.

The third chapter is a crucial part of the study. It is well-structured and summarizes findings of empirical research conducted by the author, mainly the surveys carried out among journalists of the local media. It analyzes the wide range of determinants, including internal and external factors that have an impact on local media journalism, e.g. structure of the media outlets, ownership, economic and political pressure. The most interesting part of this chapter is the one which presents quantitative data concerning the views of journalists on journalistic independence, professional success and salaries.

The last chapter of the book focuses entirely on journalistic professionalism. It complements information given in the previous chapter and continues discussion on the survey's results. Thanks to the additional presentation of the results of the in-depth interviews, interpretation of the findings of the quantitative research becomes much easier. In this part the author analyses a so called "triad of professionalism" including technical skills of journalists, their relevant knowledge and ethics. Among others, she focuses on such determinants of journalistic professionalism as professional autonomy and professional standards.

While the traditional media are in decline and the process of tabloidization speeds up most media researchers agree that maintaining a high level of professionalism and quality of journalism proves very difficult. The situation in local media newsrooms is even worse. Therefore, journalistic professionalism and "struggle for survival" are often put in opposition, as happened in the subtitle of Lucyna Szot's book, which reads: "Between professionalism and the need to survive." However, in my point of view, this way of thinking could be wrong for local media. Perhaps, even if it is difficult, the only way to survive is to serve the audience with high quality journalism and to strictly follow journalism ethics and standards also for economic reasons. Maybe this would be the only way for traditional local media to become truly competitive — and to compete for attention of the public with other sources of entertainment and information.

To sum up, Lucyna Szot's book is unique, firstly because it focuses on the local media, and not on the national media, as most of the other research conducted in this field does. Secondly, because it provides the reader with valid and reliable empirical research. It gives a multifaceted insight into the situation of journalists and at the same time provides a very comprehensive look at the Polish local media

landscape. This knowledge is important because the survival of newsrooms is not the only thing that depends on the professionalism of journalists and on the quality of the journalism they offer. The welfare of local communities and the quality of democracy at the local level is dependent on it too.

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**Michał Kuś (2013), *Telewizja publiczna w Hiszpanii. Pomiedzy polityką i rynkiem* (Public television in Spain: Between politics and the market). Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, pp. 129, ISBN: 978-83-229-3368-8.**

In his latest book *Public television in Spain. Between politics and the market*, Michał Kuś has addressed an interesting issue of the history and present of public television in Spain. The dividing lines of the work are the death of dictator F. Franco Bahamode in 1975 and the parliamentary elections in Spain in 2011. Adopting such a time perspective allows the showing of the evolution in Spanish public television in a period of less than 40 years. The author raises the question whether in the case of contemporary Spain any particular or unique model of functioning of public media can be noticed, or there is simply a common trend, which prevails in most European media systems, that also applies to Spanish conditions. As he notes in the introduction/foreword to the book:

When writing about the past and present of Europe, one cannot leave aside the problem of participation and role of the individual institutions of a political system (mainly parliament and political parties) in the process of shaping and functioning of modern European electronic media markets. State and political control over these markets may take many forms. The existing legislation in this area is clearly the starting point. State and political control can be analysed on the personal level (e.g. way of appointing the staff in the media industry), economic level (regulations on financing the media) and the level of controlling content distribution. Therefore the scope and forms of control result from many different factors.

It is the problem of the links and the complex relationships between the electronic media and politics that the author of this peer reviewed work primarily focuses on.

It should be emphasized that Kuś thoroughly accounts for the choice of this particular topic for his book. Firstly, since its establishment, television has been perceived as the medium which exerts the most powerful influence on public attitudes and opinions. This is the reason why it was and often continuous to be subjected to special form of control, mainly in relation to broadcast content. The moral and cultural arguments, on the one hand, and the economic ones, on the other, have often been used to justify control. As Spanish television does not meet all the criteria for the model of public television, it is clear that Spain has not been a random choice. The commonly