who defined justice as the interest of the stronger. Trasymachus, being a political thinker, did not believe in any other truth, than the one of the stronger who has political power; whereas the moral thinker Socrates claimed that justice and truth are the eternal ideas independent from political circumstances. A reading of "Journalism that Matters" gives the impression that Trasymachus is correct, as research findings demonstrate, that in Central and Eastern Europe political circumstances are the determinants for the standards of media ethics. There is a hierarchy of countries with higher and lower levels of mature democratic mediascapes.

The article by Epp Lauk, who is also one of the editors, titled "Similar but so different: the practices of press councils in Estonia and Finland," analyses why the same media ethics and media models produce different results in two brotherly countries. The conclusion seems to be that Finland after all is more mature in terms of civic-mindedness, while Estonia still has visible traces of its communist past. Thus, this article once again demonstrates that there is a hierarchy of particular countries where the quality of journalism is not the same because of scientifically determinable reasons.

Finally, for a lack of better words, I would like to conclude with a couple of sentences from the book's introduction:

> We expect that this book will interest media scholars and practitioners, but also students of media and communications in the media or in business studies in Eastern and Central Europe and beyond. Above all we believe that the interdisciplinary research presented in the collection will result in the emergence of new ideas and concepts contributing to the understanding of journalism culture in the changing mediascapes (p. 8).

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Manuel Castells (2013), *Władza komunikacji* (Communication Power). Warszawa: Wydawnictwo Naukowe PWN, pp. 514, ISBN: 978-83-01-17021-9.

The book by Manuel Castells — one of the most recognised researchers of the network society — is an analysis of the relationship between power and communication. In his work, the author is trying to define the nature of power in the network society. He tackles the basic issues, like the relationship of power with the environment, resulting from managing communication processes.

One of the basic and current issues is the attempt to create political, social and economic life by the actors who try to influence the awareness of the recipients of media messages. Emphasising the importance of power, the author draws attention to entities that hold power — they have the ability to create and fill the network with content. Networking power, as Castells writes, belongs to owners and supervisors

of media corporations — governments and entrepreneurs who exercise their powers because they "turn people into recipients and sell them visions of life" (p. 414). The content of the created networks — both in the realm of content and format of information, has two principal goals: generating profit or power (also including the creation of culture) or both these goals at the same time. But as Castells clearly emphasises, multimedia networks are communication structures that are subject to procedures of access control. As such they are managed by people — "access controllers" who enable or block access to senders of messages on the Internet. Relating to the notion of individualised mass communication, the author emphasises at the same time the meaning of this notion in its dialectical aspect. He writes: "the more corporations invest in the development of communication networks (drawing great profits from it), the more intensively people build their own networks of individualised mass communication, thus reinforcing their position" (p. 413). Reinforcing the position of users involves, besides the consumption of media products, creating their own culture.

The book consists of five chapters, a summary, annex, references and names index. It has 514 pages. The first chapter is devoted to theoretical considerations about power in the network society. Starting from the traditional definition of power, the author quotes the views of Habermas, Weber or Giddens, confronting their understanding with the notion of power in trans territorial society existing in the global era. This chapter contains important and at the same time interesting considerations connected with the dependence of territorially concentrated power and network power which is characterised by more effective organisational forms, supported by technological solutions. Explaining mechanisms thanks to which relations of domination are created on the Internet, he explains how ideas create higher values, determining the undertaken activities like e.g. the fight with terrorism as exemplification of the value of safety. In this chapter Castells also explains other conceptual categories connected with the functioning of the state and its structures in the network society, thus emphasising the criterion of non-existence of time — time of the network society has no past or future.

The second chapter is devoted to communication in the network society. The author analyses changes in the communication processes in connection with technological development. He also discusses mutual relations between technological development and changes in communication processes and in organisation and managing communication in the network society (ownership concentration, platform diversification, segmentation of advertising messages and as a consequence the creation of synergy economics). He also presents interesting considerations about the relationship between global and local communication and cultural change connected with the existence in global reality.

The third chapter concerning the relationship of network and power analyses e.g. the problems of emotions and cognition in politics and in particular in election campaigns. An interesting analysis concerns the politics of beliefs and creating

"frames in mind" that, thanks to the mechanisms used in communication processes, activate the recipient's mind. Castells bases his considerations not only in theory but he also analyses a certain example — managing misinformation during the war in Iraq.

The fourth chapter concerns programming communication networks in media politics. An important element the author pays attention to is limiting democracy by limiting access to the media — it is possible thanks to access controllers. Conclusions about designing the message by political think tanks are accompanied with a short history of these organisations. The author is right to connect media and information politics with scandal politics, which is analysed in the context of digital communication.

The last chapter is devoted to reprogramming communication networks. Here the author analyses the processes of communication, also in virtual reality, of new social movements (environmentalists), exemplification of protest politics and creation of the new public space. This chapter is in the form of case analysis. The chapter entitled "Toward a Communication Theory of Power" is the concluding part of the book.

Castells' book is obligatory reading for everybody dealing with the processes of communication in the realm of analysis of social changes. It is not a typical scientific book. A major part of the book is the analysis of certain cases, which makes the knowledge about the relation of power and communication much more practical. The author compiled previously published works and new ideas.

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Agnieszka Ogonowska, Grzegorz Ptaszek (eds.) (2013), *Współczesna psychologia mediów. Nowe problemy i perspektywy badawcze* **(Modern Media Psychology. New Problems and Research Perspectives). Kraków: Oficyna Wydawnicza „Impuls", pp. 251, ISBN: 978-8-378-50163-3.**

The book edited by Agnieszka Ogonowska and Grzegorz Ptaszek, entitled *Modern Media Psychology. New Problems and Research Perspectives*, fills a niche on the Polish publishing market. Fourteen authors undertook the reconstruction of the psychological context of the relationship between humans and media (the researchers focus mainly on the Internet and television). In the first part of the book the main scope of analysis is *Media Psychology* — a new scientific discipline, together with its historical and methodological features; in the second part *The traps of media reality and the psychology of Reception* — the issues of receiving media content and the

Central European Journal of Communication Volume 8, No 1 (14), 2015