

“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

possibilities of manipulation of medium; in the third part *New media and technologies* — new communication technologies as tools of psychological support.

The text by Grzegorz Ptaszek, which begins the first part of the book, *Media Psychology — history, field of research, future*, places the rapid development of media psychology in the 1990s and points out different fields of interests of the researchers of this discipline as well as the possibilities, which it creates, for investigating the mechanisms of the human psyche in contact with media. Based on a rich list of publications, mostly English ones, the author does not delimit that discipline but rather shows it as the answer for the need to describe the phenomena connected with perceiving media representations through the language of psychology.

On the other hand, Agnieszka Ogonowska describes selected concepts of information and media competences (i.a. she presents an interesting comparison of H. Gardner's model and multiple competences approach). The author also considers the phenomenon of the digital divide, presenting it in the context of both material and mental barriers. The analysis of the models of information and media competences offered by the author could be a merit-based support for people who create media education projects.

In an interesting article by Anna Kołodziejczyk, media are analyzed from a family perspective; from the role of parents who influence access to media content as well as having a great impact on its interpretation. The author seeks connections between patterns of media use and styles of family interactions, and describes in detail parental styles of mediating media use.

The article of Mariusz Makowski, which analyses the TV HBO drama devoted to psychotherapy — *Bez tajemnic (In Treatment)*, closes the first part of the book. Considering the educational role of such projects, the author describes the opportunities and threats connected to the idea of edutainment, and presents the results of a pilot study which aimed at rating how the TV series influences viewers' approach to psychotherapy.

The possibility of having a new discipline appears in the well-developed second part of the book, whose authors focus on the psychology of reception. Konrad Maj and Przemysław Matul in their article *Is seeing believing? Suggestion and disinformation in the video transmission* present the results of their own research focused on memorizing the video transmission content in a situation of introducing a disinformation factor (e.g. a news ticker) by the experimenters. Thanks to such research, it can be proved how easily one can manipulate the transmission by using certain disinformation strategies and how the individual elements influence the integrity of the transmitted content.

Similar observations can be found in the articles by Tatiana Popadiak-Kuligowska (*The television advertising effectiveness indicator*) and Małgorzata Kuśpit (*Affective and personality factors in the perception of advertising*) although an advertisement itself as research material is, as a matter of fact, a persuasive medium and its

aim is to manipulate the viewer. But the authors focus on those elements of the advertisement reception process which could at most prove their effectiveness. On the one hand, they are personal characteristics of the viewers, which — examined respectively and used while creating the advertisements — could improve their effectiveness and the connection of the transmitted advert with the brand significantly, and on the other hand — the use of the appropriate advertising strategy.

Krzysztof Mudyń in his article *Phases of idea materialization on the example of Sherlock Holmes. Contribution to the role of the media in the social construction of reality* describes in detail the phases of “idea materialization” — from the author’s vision who creates the plot and its protagonist — Sherlock Holmes, to museums, statues, and commemorative plaques devoted to that literary character. The author is right, noticing that some fictional characters have equal rights as the real heroes and they almost seem to be real. “The Community of Shared Fiction” plays important roles then, especially in the context of new media development.

On the other hand, Lech Górniak considers psychological conditions for media trust, taking into account the factors influencing trust, such as credible choice of content by senders/media organizations, consistency with the billed direction (i.e. ideological), and the reputation of the journalists. The author also shows selected signs of caring about the contact with a receiver (e.g. creating intervention programs in which the journalists try to influence solving certain problems of a respective society).

The last part of the book focuses on the analysis of the issues connected with modern technologies which can be useful while providing psychological support. Agata Pasikowska in her article *A dialogue with a virtual and an imaginary interlocutor as a form of a psychological support and a mental health improvement* points out a possibility of using application and chatterbots for supporting people who are highly exposed to stress, but also as a tool enabling the improvement of the quality of life. Moreover, the author refers to the Internet as a medium in which, for many years, individual users can find support on different forums or aid-oriented websites.

Then, Małgorzata Styśko-Kunkowska and Marta Najbert investigate the use of the Internet by different organizations, which try to create their own image as the employers. The authors, being aware of the lack of previous research on the role of the message in rating the Internet advertisement, conducted their own research which proved that the symbolic message has greater influence on the distinctiveness of certain advertisements than the functional message.

Julia Zając concentrates on the new forms of helping behaviour which can be realized only on the Internet. They are specific mostly because they make use of the mechanisms which are typical for entertainment or educational projects (e.g. project *Freerice.com* or *Darfur is Dying*).

To sum up, the main asset of the book is that the authors present to the Polish reader a discipline, which for many years has been a field of interest of mostly Eng-

lish and American academics, enriched with the results of research conducted by Polish academics. Thanks to such a synthetic approach, this publication becomes a book which can be inspiring for media specialists, psychologists and students who are interested in the interdisciplinary perspective on the human-media relation in the “era of engagement.”

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Antonio Momoc (2014), *Comunicarea 2.0. New media, participare si populism* (Communication 2.0. New Media, Participation and Populism), Iasi: Adenium Publishing, pp. 272, ISBN: 978-606-8622-29-3.

The book, *Communication 2.0. New media, participation and populism*, by Antonio Momoc who is Assistant Professor in Political Communication at the University of Bucharest, focuses on the intricate relationships between contemporary communication studies and political sciences, in the versatile realm of new media. It is a daring endeavor, as “new media” today are the expression of a constant technological and social change, which influences in a determinant way both journalism and political communication. The book is, from this point of view, a useful information tool for journalists, advertising and PR specialists, NGO activists, politicians, and social media users who are interested in the growth of internet consumption and its consequences on the change of media consumption habits and political communication strategies.

Antonio Momoc’s book is composed of four chapters (*Communication, Political Communication, Online Communication, and 2.0 Populism and Participation*). The first chapter puts communication 2.0 in the context of interpersonal, public and mass communication in an attempt to explain mechanisms such as influence, persuasion, propaganda and manipulation and their relation with new communication platforms. The second chapter is an overview of the main theories related to political communication. Concepts like “watchdog,” “agenda setting,” “agenda building” and “propaganda” are discussed in the context of the new media and their evolution. The third chapter addresses online communication and its contradictions. The new media encourage political participation and consumerism, at the same time (p. 129). They become a platform for political actors, but not all citizens are able to connect (the mere expression of the digital and political divide). The last chapter of the book relies on the results of recent studies on how neo-populists used new media to persuade and to attract individuals into the techno-populist movements.