

cussions about “boundaries” of journalism becomes relevant to follow and to study. They make it possible to discuss the role of journalism both within media companies and in society. Finally theories on professionalism make it possible to discuss what differs journalism from production of any soap.

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**Dorota Piontek, Bartosz Hordecki, Szymon Ossowski (2013). *Tabloidyzacja dyskursu politycznego w polskich mediach* [Tabloidization of Political Discourse in Poland]. Poznań: Wydawnictwo Naukowe WNPiD UAM, pp. 170, ISBN: 978-83-62907-44-1.**

The book provides scientific knowledge and many observations about the tabloidization of political discourse in Polish media. There is a change in the way of conducting political discourse, in which the leading role is played both by journalists and politicians. The quality of the media offer is changing. It is visible in the selection of topics in news programs, the process of reporting events by journalists and behavior of hosts and their guests. Mediatization of politics is always accompanied by tabloidization of political discourse being a result of media’s tabloidization. The authors aimed to collect the data allowing verification, using political and communication science tools, of the notion of trivialization of political discourse. They start with the premise that communication studies as a young discipline should use methodological and epistemological achievements of many other fields. They sought therefore roots of tabloidization research in various currents of reflection on discourse. The book is an attempt to describe the process of tabloidization, mainly affecting the media system, but which also influences the political and social system as a whole. Then, the process of tabloidization is understood by the authors broadly — not only as the change in journalistic standards, but also as a change in the public space.

The monograph was created by Piontek, Hordecki and Ossowski. It consists of four coherent chapters which fall into place. The first chapter starts with the basic knowledge about tabloidization, the second takes up the problem of multifaceted tabloidization research, the next is dedicated to changes in journalistic standards and the last one presents empirical data about tabloidization of political discourse in Polish news programs and main conclusions.

The opening chapter is the shortest one, which defines tabloidization and presents a short description of the development of research in this area. It also indicates the influence of tabloidization on political debate and the factors which conduce tabloidization, like for instance commercialization and technological progress.

