

SUMMARIES

Ignacy S. Fiu t: FREE-DISTRIBUTION PRESS IN POLAND AFTER 1989. NEW MARKET AND READER PHENOMENA

The paper analyses the dynamics of development of the free-distribution press phenomenon at the Polish reader market in the years 1989–2009. The free-distribution press initiatives at the local, regional and national levels are presented. In this period approx. 800 titles of such publications have been issued, including approx. 10 national ones, characterised by high number of issued copies and distribution area at the whole territory of Poland. The most important titles include dailies (weeklies): *Zielona Gazeta*, *AGB Metro*, *Metropol*. *Dzień Dobry*, *Metro* and *Echo Miasta*, as well as monthlies: *Aktivist* and *City magazine*. In the years 2003–2005, four major dailies: *Metro*, *Metropol*, *Dzień Dobry* and *Echo Miasta* fought a competitive war, won by *Metro* and *Echo Miasta*. Parallely, the system of local and regional free-distribution press developed, which – at the lower segmentation level – fills the reader market structure built in the earlier period of free-distribution press expansion.

Author's summary

Wojciech Kajt o c h: IN THE WORLD OF TABLOID HEADLINES

The article deals with persuasive and rhetorical devices that can be found in tabloid headlines, used to arouse reader's interest, such as: specific typography styles, irony, parody, euphemisms, lexical suggestions, allusions, presupposition, peculiar expressiveness. Thanks to these devices the newspaper seems more personalized, addressed directly to its reader. Furthermore, these devices create the image of the readers as a group with strictly defined allies and foes. Content analysis of the headlines leads to the conclusion that tabloids create a specific, simplified and axiologically incoherent image of the world, consistent with stereotypes and fully suitable for mass reader.

Author's summary

Agnieszka S z y m a ń s k a: POLITICAL ACCOMMODATION AND MEDIAL ATTRACTIVENESS OF POLITICS. THE MEDIAL PICTURE OF LOCAL ELECTIONS IN KRAKOW'S DAILIES

The goal of this article is to analyze the phenomenon of political *accommodation*, that is, the modification of contemporary politics in their functioning, to the way the media works, which produces an effect not only in the transformation of political role-models, but also effects the content of the message transmitted by the media.

The first part of the article contains an overview of the theoretical basis and the results of empirical research concerning the identification of those characteristics which compose the attractiveness of media events/subjects as well as a diagnosis of those factors which influ-

ence the manner and quality of the (re)construction of reality in the media. The results of the author's own research, which centered on the identification of those features which were characteristic of what was shown on the pages of Krakow's daily newspapers regarding the local elections held in Poland in 2006, are presented in the next part of the article. A question arises as to what is the result of the selection conducted by the editorial staffs of Krakow's print media at that time, regarding what subjects would be highlighted concerning the local elections, as well as to delineate those characteristics reporting those events/subjects discussed, which composed the medial attractiveness of the local elections. The author also establishes, to what degree this selection had to do with the characteristics of the news as determined by other researchers especially when considering the remarks of Winfried Schulz, and also if they are confirmed by the appearance of the phenomenon of political *accommodation* on a local level.

In an essential manner, the results obtained through this research, differentiate the image presented by specific daily newspapers. These results nevertheless, indicate the cardinal significance of these very characteristics of portrayal relates to local elections, as – in accordance with the suppositions of, amongst others, J. Galtung and M. Holmboe Ruge – to the political messages concerning foreign affairs. The results confirm that there is also a high attractiveness to “conflict” (and significantly less to “success”, or any other positive aspects of political activity) and indicates, that politicians, also those on a local level, are more and more adept at attracting media attention (to themselves), and that the phenomenon of political *accommodation* also effects political activity at the local level.

Author's summary

Magdalena Steciąg: CRITERION OF ENVIRONMENTAL ADEQUACY
IN EVALUATION OF THE ECOLOGICAL TERMINOLOGY

Since ecology and environmental problems has attended as one of important topics in public debate and the ecological awareness of society has been growing, there has been a visible interest in the role played by language in ecological issues which affects sensitive to the relations with the natural environment language users. The new communicative needs raised the new – apart from traditional – criterion to evaluate linguistic means available for the discussion of environmental matters which is criterion of environmental adequacy.

Environmental adequacy means that language should enable its users to talk about environmental matters in an informed manner and promote the well-being of its speakers and nonhuman nature – ecolinguists write.

The aim of the paper is to evaluate the ecological terminology taken from the lexicon “1000 Words about Ecology and Nature Protection” using this criterion.

Author's summary

Rafał Kuś: UNDERWRITING IN THE US PUBLIC TELEVISION'S
FINANCING SYSTEM

This article discusses the financial aspects of the functioning of the US public television. Describing various sources of income to the budget of the PBS, the author puts special emphasis on “underwriting” – a system through which the public broadcaster's programmes are sponsored by commercial entities. The complicated and inefficient mechanism of the US public television funding is regarded by many researchers of the United States media market as one of the main causes of the weakness of the Public Broadcasting Service. The conclusions ensuing from the American experiences may prove interesting also in view of the recent Polish arguments concerning public media.

Author's summary

Ewa Wiśniewska: THE PAST AND THE PRESENT OF THE PRESS SYSTEM
OF PORTUGAL

The article aims to provide a comprehensive and accessible overview of the structures and functions of the major papers in contemporary Portugal. Analysis of Portuguese press system will be placed within historical evolution, role of national actors such as the government and national media companies, national regulation and social and cultural context of this country. The article contains data base of expenditure and lists all kind of Portuguese press with general descriptions. It says about problems that the Portuguese media have in the beginning of the XXI Century and shows new trends as expansion of free press or influence of audiovisual media.

Author's summary

Siergiej Wiktorowicz Olejnikow: THE TRANSNISTRIA MEDIA SYSTEM.
PROBLEMS AND PERSPECTIVES FOR DEVELOPMENT

The article constitutes a broad analysis of the media system (70 newspapers, 30 magazines, 4 television stations and 5 radio stations) of the Pridnestrovian Moldavian Republic, a small state on the border of Moldova and the Ukraine and inhabited chiefly by Moldovans, Russians and Ukrainians, that came into being in 1990 and has failed to be recognized by almost any countries in the world. The author presents the stages of development of this system as well as reporting in turn on the results of the analysis: of the media market, the content of the most important papers, surveys conducted amongst the readers and journalists concerning their expectations in relation to the media. He is of the opinion (although appearing to be a supporter of the existence of Transnistria (Trans-Dniester) as a country) that this system – despite allowing for private capital – is experiencing crisis. For it was born in war conditions, is highly centralized and politicized something that does not suit current needs. The Transnistria media has difficulties in fulfilling democratic standards, in describing the ordinary everyday life of interest to the readership as well as conducting dialogue with these very readers.

Editorial summary

Andrzej Kaliszewski: STEFAN ŻEROMSKI'S HYBRID
AND 'LYRICISED' REPORTAGE

The journalistic output of Stefan Żeromski remains in the shadow of his prose and dramatic works. Particularly little known are the pieces of reportage written by the author of "Early Spring" ["Przedwiośnie"]. Not reissued after 1945 (chiefly due to matters of censorship) it was also not to see a complete edition or discussion. Within the article this group encompasses the works: "France", "Iława-Kwidzyń-Malbork", "The Association of Friends of Pomerania" ["Towarzystwo Przyjaciół Pomorza"], "In the Parish at Wyszaków" ["Na probostwie w Wyszakowie"], "Sambor and Mestwin". Their interesting genesis and the history of their reception is portrayed. In turn there is undertaken a classification of Żeromski's reportage style, which was an original combination of the forms and instruments of journalism with the elements of lyricism and symbolisation characteristic for the writer's entire output combined with the presence of 'lyricized commentary', 'essayistic discourse' and 'lyricised stories' Upon this basis in conjunction with journalistic genealogy classifications

of Żeromski's hybrid reportage texts has been undertaken and referred to as **lyricized reportage**. Subsequently texts underwent a fundamental analysis with the emphasis being placed not only on the unique language (poeticization, archaizing) and form (retrospectiveness, dynamic motifs, brilliant characterisation of heroes) but also on their unusual historical and political quality. The article concludes by recognising Żeromski's lyrical reportage as precursory in relation to the great literary reportage that was only to start its formation in Poland of the twentieth century.

Editorial summary

Elżbieta Kossowska: FROM THE "IKHUD" TRADITION TO THE LAND OF ISRAEL. *OPINION* – A SOCIO-POLITICAL WEEKLY

Opinion, a socio-political weekly, founded in 1950 in Israel by the Union of Polish Jews, existing alongside the Progressive Party, was linked to the tradition of the Union of Zionists-Democrats ("Ikhud") in Poland. The politico-journalistic environment of the Israeli *Opinion* was formed almost exclusively by its activists. The aim of this article is to show the process of formation of *Opinion*. It was, as with many other foreign-language periodicals in Israel, part of the system of the party press of the Progressive Party. The foundation of foreign-language press by political parties in Israel was for them a chance to develop the electorate-forming the opinion of the new *olim*, which was beyond the range of the Hebrew-language press, often more critical towards the party. Another important element of the process of absorption was the organisation of Jews, newly-arrived in Israel, into unions and clubs, and subsequently the publication by them of newspapers.

Author's summary

Tomasz Kowalski: LOCAL ELECTION SLOGANS IN 2006 IN GLIWICE AND ZABRZE

The slogans are perceived as the most general political texts and a base of campaign. They are defined as specific lingual tools, which thanks to their attributes e.g. lapidary and effectiveness are able to induce people to determine acts. For many specialists they are a key to success in the election. They appeal to the unconsciousness of voters, to their sentiments and associations. Making of slogan is subordinated to one aim – to induce a need to vote for a concrete candidate. It can be realized for many ways as it is shown in the text, mainly by relations to the locality. In the analyzed cases it is possible to divide them into two groups: associated with the candidates – the message originators and associated with the constituency.

In addition, the author examines the names of the local committees supporting persons who stand for the mayor and shows the relations between them and slogans.

In the end author concludes that relations between language and geography concern fields of very developed persuasive function – advertisement serving for commerce and politics. In campaigns they are joined in the political advertisement. It takes places in socially and geographically determined constituencies located in the regions. They are said to be the contexts of political behaviors, basically electoral.

Author's summary

Urszula Skórk a: „AGATA’S CASUS” IN PUBLICATIONS OF *GAZETA WYBORCZA*
AND *NASZ DZIENNIK*

The author analyses publications of *Gazeta Wyborcza* and *Nasz Dziennik*, devoted the so called “Agata’s Case” – raped girl of fourteen from Lublin who became pregnant and found it difficult to make, permitted by law abortion in Poland. Both daily newspapers, diametrically different in their outlook on life, have taken a different view on the event.

When presenting “Agata’s Casus”, the above mentioned papers used different figures of speech; presented different arguments and, generally speaking, they wrote their reports in a varied language which has been settled through investigation of the language like picture of the world (and especially women), emerging from the above mentioned publications.

Author’s summary