The Pursuit of Truth and the Language of Press Releases

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ABSTRACT

Scientific objective: In the first part of the paper the theoretical aspects of the above-mentioned issue are discussed, however, the second part is dominated by the practical perspective—the focus is on selected press texts published in German and English (translated by the author). The subject of research is the extent to which the pursuit of truth determines the language of press releases. The basis of the research is the assumption that the analysis of means of expression in informational texts makes it possible to determine to a large extent whether the search for truth remained a priority in particular cases or not. **Research methods:** Text analysis and comparative method. **Results and conclusions:** By analyzing and comparing selected press information, in the context of Polish and foreign scientific literature, it was attempted to show that informational texts can be given a high degree of objectivity, and thus, truthfulness. **Cognitive value:** Drawing attention to the linguistic aspects of the pursuit of truth in news journalism, mainly from the perspective of Polish, German, British, and American research.

KEYWORDS

news, objectivity, truth

The issue of truth in journalism remains a subject of controversy, which is even determined by the vagueness of the meaning of the above-mentioned concept. The development of virtual communication techniques seems to have a clear impact on the relativization of the sense of terms such as "truth," "genuineness," and "truthfulness." The very fact that the Oxford Dictionary has declared "post-truth" as its 2016 world has a special significance in this context, while the justification for this choice draws attention to an important aspect of the problem being analyzed. The "post-truth" in the above-mentioned dictionary is defined as "an adjective relating to circumstances in which objective facts are less influential in shaping public opinion than emotional appeals" (d'Ancona, 2018, p. 14).

The phenomenon of post-truth is undoubtedly related to the subject of these considerations, but it will not become the dominant concept in them. This, according to the title of the paper, will remain the problem of seeking the truth in press releases. This is undoubtedly related to the wording "objective facts" used in the quote. The term can be associated mainly with one journalistic genre, precisely with informative genre in which it is assumed to avoid giving opinions, and thus not only acceptable practice, but desirable in journalistic genres, such as commentary or column. The first part of the paper concerns the theoretical aspects of the discussed issue, in the second part this problem is presented from the point of view of journalistic practice, analyzing and comparing the texts of selected press information/news.

The Language of Press Releases: Theoretical Perspective

What is journalistic information/news? According to Polish media genology researchers, Kazimierz Wolny-Zmorzyński and Andrzej Kaliszewski (2014), it is "a notification of something, communication of something, message, hint, learning, and even instruction" (p. 33). As emphasized by the cited scholars, "an information should be based solely on verified facts, clearly presented, reliable, and true" (p. 34). The authors of the popular German guide for journalists *Einführung in den praktischen Journalismus* (2017) recognize the timeliness of the text, general interest in it, its specific structure, way of communicating facts (comprehensibility), and objectivity as the determinants of news/informative journalism. So, they provide the following definition of the genre: "Information is therefore a message striving for objectivity about a certain current state of affairs, of general interest, having a formally defined structure" (Hooffacker & Meier, p. 58) [translated by the author].

This genre concerns a journalistic expression associated with the English word "news," which has already settled in Polish. In a nutshell, it can be said that news is more or less the same as current information, sometimes a scoop. As another Polish author points out, "news was most often used by researchers in reference to the press genre," while expressions such as "radio, television, and online news" are derivatives of the first of these terms, constituting "its modifications in the field of technological adaptations" (Palczewski, 2018, pp. 7-8). In a slightly different sense, the noun "news" refers to a press/radio/tv/online information/news service. In this case, it is used in different languages in the plural: for example, "information" (Pol."*informacje*") or "news" (Pol. "*wiadomości;*" in Polish the word "news" is plural in form and in construction in this concept) in Polish, *Nachrichten* [*Meldungen*] in German, or *novosti* (*новости*) in Russian.

In the first decades of the twentieth century news journalism has also been defined through the prism of striving for impartiality and objectivity. Although both terms are sometimes considered to be synonyms (Allan, 2006, p. 230), in fact their range of meaning is different. The first of the words can be replaced by the noun "balance" and in journalistic practice it means striving to maintain symmetry in presenting specific events or opinions about them. "Objectivity" means

more than just a formal balance, such as quoting information sources. A closer equivalent to this concept is the term "fairness." In the context of journalism, the semantics of this word seem to indicate not only the obligation to maintain the above-mentioned balance, but also the need to present special commitment and diligence in collecting material, and later in its development and presentation. For example, when preparing information about a public conflict between two people with different social and material status, attention should be paid to how this inequality can affect the situation of both parties in the dispute, and thus the possibility of influencing public opinion. Keeping the formal balance, measured even by the number of words dedicated to the main figures of the text, will not determine the objectivity of its author. In other words, impartiality does not guarantee objectivity.

These terms—"impartiality," "objectivity," "balance," "fairness"—are inherent in the issue of truth in press releases. What is truth though? To this question, Friedrich Nietzsche (1980) replied: "Truth is a mobile army of metaphors, metonyms, anthropomorphisms, in short a sum of human relations which have been subjected to poetic and rhetorical intensification, translation and decoration […]; truths are illusions of which we have forgotten that they are illusions, metaphors which have become worn by frequent use and have been drained of sensuous force, coins which have lost their embossing and are now considered as metal and no longer as coin" (p. 170).

It is easy to see the inadequacy of Nietzsche's argument in relation to such a form of expression as press release. In this case, genre requirements exclude the use of "a mobile army of metaphors, metonyms, anthropomorphisms" and the use of "poetic and rhetorical intensification, translation and decoration." The language of press releases should be characterized by asceticism, transparency that allows the reader to focus on content, not on the form of the message. In journalistic genology, information is a form of expression opposed to opinion journalism, in which it is allowed to use a variety of rhetorical means and figures, for example, metaphors, allegories, sophisticated comparisons, hyperbole, rhetorical questions, and other linguistic attempts to make the message more suggestive. Information/news in journalism should be free from such activities, which, as mentioned, is to result from its nature as a journalistic genre.

What does this mean in the context of the pursuit of truth, which is the subject of these considerations? Trying to answer the question, it is difficult to ignore the question of various theories of truth. As Renata Ziemińska (2011) notes, nowadays, among them, the classical theory is particularly often mentioned—referring, among others, to the views of Aristotle and Saint Thomas Aquinas—as well as deflationary, epistemic and neopragmatic theories, the concept of alethic pluralism, and finally the hermeneutic theory, associated mainly with Martin Heidegger, and the concept of truth as a myth, associated with Leszek Kołakowski (pp. 11-29). Which of these concepts should be considered particularly relevant to journalistic information/news? It seems that we can find a convincing answer to this question in the following part of the quoted text: "At the beginning of the 20th century thanks to the creators of analytical theory, G.E. Moore, B. Russell, and L. Wittgenstein, the concept of correspondence was popularized" as the best means "for explaining the concept of truth in the classical sense, i.e. radically objective" (p. 11).

The constitutive feature of information/news as a journalistic genre is to maintain the relationship between language and non-linguistic reality, according to the Latin formula *Veritas est adaequatio rei et intellectus* ("Truth is the equation [or adequation] of things and intellect")—therefore the theory highlighted here remains the appropriate paradigm for analyzing the problem. Under one condition: in this definition, the noun "equation"/"adequation" (*adaequatio*) cannot be synonymous with the word "sameness" in this context, since thought and reality are two different spheres. It is therefore a conventional relationship, and the essence of it is defined by the noun *adaequatio*, translated into Polish as "suitability" or "compliance," not "sameness."

Discussing the issue of truthfulness of information, Denis McQuail (2008) pointed out that it should be "objective, i.e. accurate, honest, sufficiently complete and faithful to reality and reliable, that is, checkable and separating facts from opinions" (p. 202). Under this assumption, the presentation of "naked truth" by journalists would bring the recipients closer to it, while passing opinions, or value judgments, would distance them from it. However, as another researcher of this issue emphasizes, the dispute over the difference between facts and opinions (values) is both an ontological and epistemological problem, so it belongs to "the kind of philosophical disputes that, despite their inconclusiveness, must be and are resolved over time" (Soin, 2013, p. 131).

The authors of journalistic information/news impose an obligation to carefully choose the correct words, phrases or expressions. Therefore, the question arises as to how choosing of the value judgments is based on factual information. As noted by Wilbur Schramm (Rivers & Matthews, 1995), it is forbidden to equate news with events to which they relate: "News exists in human consciousness. News is not an event, it is something created after the event. This thing is not identical to the event. It is simply an attempt to reconstruct a significant image of the event, and the concept of 'significant' should be used in this case to refer to the shape of the messages deemed necessary for the event to gain significance for the reader" (p. 69).

This statement seems to correspond to some extent with the view of Ludwig Wittgenstein expressed in *Philosophical Investigations* (2004), where in note 15 he wrote that "naming is something similar to attaching a name plate to things" (p. 15). It is worth noting that earlier, in the *Logical and Philosophical Treaty* (1997), the same scholar expressed his belief in the isomorphic nature of the relationship between language and reality; meanwhile, in *Philosophical Investigations* language is already for him an instrument of human activity, often used in a social engineering manner. Obviously, Wittgenstein's philosophical inquiries cannot be reduced to a kind of instructional training for journalists, despite the fact that in the context of these considerations they concern the most important issues—including the need to distinguish between facts, things, states of affairs, opinions, as well as the overarching idea of his "Treaty"—language precision as a prerequisite for finding the truth. This text should attract the attention of authors of news, if only because the focus is on the facts. Wittgenstein starts it with the words: "The world is the totality of facts, not of things" (Wittgenstein, 1997, p. 5).

As mentioned, the philosophical discourse on language should not be equated with a linguistic guide for media people. In the case of news journalism, this discussion usually takes on a decidedly pragmatic nature, boiling down to seeking the answer to the question of how to avoid mixing information on facts with opinions about them. Walery Pisarek emphasizes (2010) that the problem is complex, "because the elements of reality described in the newspaper must be expressed in colloquial language, and it is known that most words not only mean elements of reality, but also impose their assessment and attitude to them, and therefore comments" (p. 73).

The very definitions of concepts such as "fact" or "opinion" may sometimes seem controversial or ambiguous. For example, the definition of the first concept in German is: *Fakten sind Tatsachen* (Fakten, Meinungen, Emotionen, n.d.). Considering that the nouns "*Fakten*" and "*Tatsachen*" are synonyms, this explanation can be seen as a tautological error. In turn, in the definition of the concept of "opinion" (Ger. *Meinung*), given by the reference cited here, attention is drawn to the part of *Mein-* [*mein* = "my"], which emphasizes the subjectivity of the expression known as "*Meinung*." So, it could be argued that in German the meaning of the word "opinion" manifests itself more directly and expressively than in Polish, since Polish word "*opinia*" is derived from Latin (*opinio*; cf. English and French *opinion*). Considering the semantics of both lexemes: "opinion" and "*Meinung*," it might seem that in the first case it is about opinion in general, i.e. a value judgment by a person (persons), while the second word concerns the opinion of someone

who speaks in first person singular. Except that in German the word "*meine Meinung*" works today alongside such expressions as "*seine Meinung*" ("his opinion"), "*ihr Meinung*" ("her opinion") or "*eure Meinung*" ("your opinion"). So, the possessive pronoun "*mein*" in the noun "*Meinung*" does not limit the use of the latter to the first person singular. This casus reminds that the etymology of the word does not determine its meaning once and for all, which sometimes can cause problems with the precise definition of concepts.

The postulate of focusing on facts, which entails the necessity to select language means, remains, as mentioned, an imperative in news journalism. Compliance with this principle is to be a condition for an effective search for truth also in journalism, as Walter Lippmann pointed out in his essay "Liberty and the News" (1920): "True opinions can prevail only if the facts to which they refer are known; if they are not known, false ideas are just as effective as true ones, if not a little more effective" (p. 71) [translated by the author]. According to the quoted author, making non-factual opinions is making bricks without straw (p. 69). Lippmann was convinced that reliable journalism resembles the work of a scientist drawing conclusions based on carefully analyzed facts.

This positivist view of journalists' work was also characteristic for the Polish media researcher Irena Tetelowska (1972). According to her an information "reports a fact or state of affairs, refers to it, thus enabling the reader, reproducing the result of the reporter's cognitive activity, to imagine that fact" (pp. 244-245). Tetelowska defines how a person writing information can adapt a language to the requirements listed above:

> "He/she does so by means of words that perform the function of notification, and thus arouse clear meaning intentions. He/she omits or efficiently introduces adjectives, adverbs, adjectival participles, etc., as well as (not only they imply an assessment) all nouns with an emotional nature given to them by word-formation (such as clerical, old, etc.) and nouns with an axiological connotation (hooligan, thief, criminal, hero etc.), unless they are non-judgmental, 'light' adjectives, such as yellow, significant etc. In other word—the message—does not connect with the acts of learning any other, such as instructing, verse, persuading, etc. In this way, it becomes very similar in the activities preceding its writing, as well as in the very form of the record for scientific research and its results. The introduction of judgmental words transforms notification, a substantive description of phenomena and events—into evaluating the author's utterance, containing feelings or subjective opinions. So the problem of so-called 'pure' information is simply a problem of the activity of describing and reporting the matter not disturbed by other activities." (p. 245)

Tetelowska's opinion seems to accurately determine the features of the language of press releases, testifying to the will of the author to find out the truth. Like Lippmann, she believed that information writers should use scientific methods. It seems that the methodology developed within such fields as sociology, linguistics or history could come into play. After all, it's hard not to mention the controversy of this view, criticized, among others, in postmodernism or cognitive psychology. Proponents of the theory of the inherently metaphorical nature of language and its impossible to eliminate creative power, which is supposed to distort the non-linguistic world reflected in it in a natural way, challenge the thesis about its mimetic function, according to which language, despite its conventional character, allows a credible reflection of reality. This issue is worth looking at in a more practical way—in the light of selected press releases.

The Language of Press Releases: A Practical Perspective

In June 1914, the Berlin newspaper *Vossiche Zeitung* published the following news:

> "Sarajevo, June 28 (telegram from our correspondent) When the heir to the throne, Archduke Franz Ferdinand, and his wife, the Duchess of Hohenberg, went to the local town hall before noon today, a bomb was thrown in the direction of the archduke's vehicle, which exploded only after the heir to the throne had already passed the endangered place. In the car following him, Major Count Boos-Waldeck of the heir to the throne of war and Lieutenant Colonel Meritzzi, personal adjutant of the president of the federal state of Bosnia, suffered considerable injuries. Six spectators were seriously injured. A bomb was thrown by a typographer named Cabrinowitsch. The perpetrator was immediately arrested. After the solemn reception at the town hall, the heir to the throne continued their journey through the streets of the city. Near the government building, a junior high school student from the eighth grade (Primaner) with the name Princip, from Grahovo fired a few shots from the Browning to a pair of successors to the throne. The Archduke was hit inface, duchess in the underbelly. They both died of their wounds shortly after they were transported to Konak's government residence. A second bomber was also arrested. The angry crowd almost lynched both bombers." (Hooffacker & Meier, 2017, pp. 56-57) [translated by the author]

It is hard to doubt that the language of the text exhibits the characteristics of a press release. Apart from the adjective, there are no opinions or emotional expressions. The message is a description of a fatal assassination of Archduke Ferdinand and his wife who unexpectedly gave rise to World War I. Certain objections may be raised by the length of the opening sentence, because overly extensive statements do not make it easier to understand any message. However, it should be noted that the press release is a translation from German, in which long sentences appear more often than in written Polish. This also applies to statements in passive voice. If one compares both texts, the original and its Polish translation, it can be seen that in the latter some verbs were changed from passive to active. This seems to be in line with the spirit of the Polish language, in which passive voice is used more cautiously than in German. This applies, for example, to the highlighted passages in the sentences: "*Die Bombe war von einem Typographen namens Cabrinowitsch geschleudert worden*" (Eng. "A bomb was thrown by a typographer with the name Carbinowitsch") and "*Beide verschieden, kurz nachdem sie in den Regierungskonak gebracht worden waren, an den erlittenen Wunden*" (Eng. "They died of their wounds shortly after they had been transported to Konak's government residence").

On the margins of these considerations, focused on the language of press releases, and not on its other determinants, it is worth looking at the structure of analyzed text. It is surprising that the death of the archduke and his wife is only spoken in last sentences. In the light of current journalistic standards regarding press information, this seems difficult to understand. Today, this fact would most likely be emphasized in the title and lead paragraph.

Here is another informational text about the assassination of Archduke Ferdinand, posted on June 29, 1914, in the Canadian Daily *Toronto Daily Star*:

> "Vienna, June 29—Archduke Francis Ferdinand, nephew of Emperor Joseph, and heir to the Austrian throne, and the Duchess of Hohenberg, his morganatic wife, were shot to death yesterday afternoon while driving the streets of Sarajevo, the Capital of Bosnia. An eighteen-year-old Servian student named Gavro Prinzip was arrested. An attempt to assassinate the Royal couple by means of a bomb failed just an hour or two before the murder. Prinzip and a fellow-conspirator, a compositor from Trebinje named Gabrinovics, barely escaped lynching by the infuriated spectators, and were finally seized by the police, who afforded them protection. The Archduke and the Duchess were on their annual trip to the annexed Provinces of Bosnia and Herzegovina, but it was their first visit

to the Bosnian capital." ("The Star's Report on the Assassination of Archduke Ferdinand," n.d.) [translated by the author]

This part seems to largely meet the language requirements for journalistic information/news. It is descriptive, although one may find the expression "infuriated spectators," describing the behavior of the crowd, and the expressive noun "a fellow-conspirator." It is also worth paying attention to the phrase "morganatic wife," informing that the wife of Archduke Ferdinand came from lower spheres than he. Today, such a term may seem anachronism, a stigmatizing epithet, but at that time and place, this expression was an important part of the information about the princely couple.

It seems that the language of both cited texts about the assassination of princely couple allows us to assume that their authors tried to objectively present the circumstances of this event. They focused on facts, not on commenting on them. This approach corresponds to the content of the maxim of British publisher Charles P. Scott (1921): "Comment is free, but facts are sacred" (p. 19). According to this statement, news should be strictly descriptive, free from persuasion or intercession.

In the times of political crisis and armed conflicts, the quality of journalistic correspondence takes on additional significance, as noted by German journalist and media researcher Nadine Bilke (2008, p. 19). She lists four factors that contribute to the desired quality of informational texts/news in general, and which gain particular importance in a crisis or armed conflict: "*Wahrhaftigkeit*" ("truthfulness," "genuineness," "authenticity"), "*Richtigkeit*" ("equity," "validity"), "*Relevanz*" ("validity," "relevance") and "*Vermittlung*" (in this context: the distribution of the content). It seems to refer to above-mentioned information from *Vossiche Zeitung* and *Toronto Daily Star* the premises listed here, guaranteeing the desired quality of the text, have basically been met.

With reference to the last of them, the most important in the light of these considerations, it can be concluded that the language in both information is efficient and neutral, as expected in texts intended to present certain events, and not evaluate them. In this information, adjectives and adverbs are used cautiously, and emotionally marked or explicitly valuing the content of the message nouns are avoided. Instead, the words, phrases, and expressions having an informative character dominate, devoid of axiological connotations. Therefore, both texts show respect for facts and the desire for objectivity.

As mentioned, these features of the language of press releases always remain imperative, but they acquire particular significance in the case of political and armed conflicts. Restraint in reporting such events as terrorist acts proves to be particularly difficult from the perspective of the attacked side. This can be seen in one of the texts published in *The New York Times*, the day after the attacks on New York and Washington on September 11, 2001:

"U.S. ATTACKED; President Vows to Exact Punishment for ‚Evil' by SERGE SCHMEMANN SEPTEMBER 12, 2001;

Hijackers rammed jetliners into each of New York's World Trade Center towers yesterday, toppling both in a hellish storm of ash, glass, smoke and leaping victims, while a third jetliner crashed into the Pentagon in Virginia. There was no official count, but President Bush said thousands had perished, and in the immediate aftermath the calamity was already being ranked the worst and most audacious terror attack in American history." ("U.S. ATTACKED; President Vows to Exact Punishment for >>Evil<<," n.d.) [translated by the author]

What draws attention here is the dramatized description of the facts, visible especially in the phrase "toppling both in a hellish storm of ash, glass, smoke and leaping victims." *The New York Times* was no exception. The emotional tone of reports of the 9/11 assassination was already evident in the titles of the texts on the front pages of many newspapers and magazines. Examples include: *Süddeutsche Zeitung* (Germany): "Terrorist War Against America" (Ger. "*Terror-Krieg gegen Amerika*"); *Guardian* (Great Britain): "The Day the Earth Stood Still," *Bild-Zeitung* (Germany): "Good God, Be with Us" (Ger. "*Große Gott, steh 'uns bei'*"); *Der Tagesspiel* (Germany): "Attack on America" (Ger."*Angriff auf Amerika*"); *Neue Zürcher Zeitung* (Switzerland): "Barbaric Terrorist Attacks on Nerve Centers in the USA" (*Barbarische Terroranggriffe gegen die Nervenzentren der USA*); *The Economist* (Great Britain): "The Day the World Changed," *Time* (USA): "One Nation, Indivisible," *Capital* (Germany): "World over the Abyss" (Ger."*Welt am Abgrund*"); *Focus* (Germany): "War Against a Free World" (Ger."*Krieg gegen die freie Welt*") (So titelte die Presse über den Terror am 11. September, n.d.; translated by the author).

In the titles cited, there are expressions with a tinge of emotions, hyperbolic, sometimes introducing a catastrophic mood. It is surprising if one considers that the above-mentioned media are known for professional journalism. One may wonder whether the journalistic element, so insistent in the titles mentioned above, is only a result of the shock of the news of terrorist acts of September 11, 2001. However, it is difficult to have doubts that the messages formulated in this way are a challenge for the canons of news journalism.

This concerns, among others, the issue of simplicity of language. In the seventies of the last century, three psychologists from the University of Hamburg, Reinhard Tausch, Inghard Langer, and Friedemann Schulz von Thun developed the concept of intelligibility of the text, called "*Hamburger Verständlichkeitskonzept*" in German. Siegfried Weischenberg (2011, p. 161) explains the essence of one of the important aspects of this concept: "Its starting point were tests that showed that much of what needs to be read is not understandable for those who need to read it. (...) Simplicity in the selection of words and sentence structure turned out to be clearly the most important feature of a well understood text."

This last statement seems to be close to the observation cited earlier Wittgenstein, who emphasized in the introduction to the *Logical and Philosophical Treaty* (1997) that "What can be said at all, can be said clearly" (p. 3). The difference between the meanings of both comments is rather formal, as it concerns the sender-recipient relationship. In Wittgenstein's theory the role of the former dominates, in the concept of researchers from the University of Hamburg the recipient's perspective comes to the fore. This difference indicates, among other things, the distance between the language of philosophical dissertation and the style of a journalistic information text. In the latter case, it is not only about the recipient's perspective, but about his/her vital interest, which should influence the choice of means of expression by the authors of press releases.

The question therefore arises to what extent the reader's perception capabilities should determine the language of informational texts so that they remain as close to the truth as possible. It seems obvious that the simplicity of the message alone does not guarantee its truthfulness. Although John Locke (2009, p. 118) had a lot of understanding of the common language, he emphasized that the essential feature of certain types of utterances must be exactness in the selection of means of expression. "This exactness is absolutely necessary in inquiries after philosophical knowledge, and in controversies about truth. And though it would be well, too, if it extended itself to common conversation and the ordinary affairs of life; yet I think that is scarce to be expected." Locke pointed out in an essay on abuse of the language [translated by the author].

Even if the simplicity and precision of speech do not have to be an attribute of the considerations mentioned here, they should remain the hallmark of journalistic information. This is noted by Australian media researcher Stephen Lamble (2011, p. 136) when he quotes excerpts from the News Limited corporation guide (now News Corp Australia), according to which "the language used by journalists—and their publisher —must be simple and unambiguous," it should "promote accuracy and consistency, and find a balance between brevity and clarity."

According to Lamble, this applies, first of all, to the selection of words. Therefore, he gives journalists the following tips:

„● Never use two or more words if one is enough. Do not write, for example, 'at the moment' when you mean 'now' (…).
● Never use a long word if you only need a short one (…).
● Avoid words like 'many,' (...). It is better to say, for example, 'A truck was carrying about 50 barrels of beer' than 'A truck was carrying many barrels of beer' (…).
● Never change the concept of words (...) such as 'unique' or 'dead».' Something is unique, one of a kind, or not. It cannot be 'very unique' or 'almost unique.' Similarly, something may be dead or alive. It cannot be 'very dead' or 'almost dead.' Just like a woman, she may not be a little pregnant; she may be in early pregnancy, but she is either pregnant or not.
● Avoid tautology or waste of words by repeating phrases such as 'It was wet and raining' or 'each and every one of them' when you mean 'everyone'." (p. 137)

The list cited can certainly be extended, for example by the postulate of efficient use of words of foreign origin. It is not only about the problem of taking over words and phrases from English, which is considered a *lingua franca* of modern times. Most words that can sometimes be striking in the text of a press release are borrowings from ancient Latin or Greek, widespread today in different languages, which is why they are often called internationalisms. Among them you can find words that can easily be replaced by native equivalents. In the case of the Polish language, instead of words such as "intention" (Pol. "*intencja*"), "component" (Pol. "*komponent*"), "imperative" (Pol. "*imperatyw*") or "alienated" (Pol. "*wyalienowany*") it is better to use the lexemes "intent" (Pol. "*zamiar*"), "element/factor" (Pol. "*składnik*"), "requirement" (Pol. "*wymóg*"), "alienated/affected by alienation" (Pol. "*wyobcowany*".) In turn, the phrase "bilateral relations" (Pol. "*relacje bilateralne*") can easily be replaced by the phrase "undertaken by two sides" (Pol. "*stosunki dwustronne*") as well as the phrase "infect with depression" (Pol. "*zainfekować depresją*")—its equivalent "infect with bad mood" (Pol. "*zarazić przygnębieniem*"). However, it is more difficult to find native equivalents for the lexemes "inflation" (Pol. "*inflacja*"), "deflation" (Pol. "*deflacja*"), "context" (Pol. "*kontekst*"), "perspective" (Pol. "*perspektywa*"), and "algorithm" (Pol. "*algorytm*"); prepositional phrase: "unprecedented" (Pol. "*bez precedensu*") or the phrase "apart from" (Pol. "*abstrahując od*").

These observations show that the postulate of using the language properly should serve the good of the recipient, but at the same time a broader purpose, concern for giving media communication a form that brings its participants closer to the truth; and striving for clarity and unambiguity, which is dictated by both the interest of the recipient and the sender, is a way, a mean to do it. This is determined by the nature of the truth that is being analyzed in the paper. Journalistic information is not about the Truth, but about the truth. A lower case, not an upper case letter in the word indicates that this is not the focal point in the philosophical sense, but the truthfulness of the journalistic message that reflects the facts as faithfully as possible. Adopting such a perspective requires the authors of texts to aim for precision and simplicity in the use of language, because facts should be written in this way. A reminder of the quoted

Wittgenstein maxim about the natural relationship between clarity and simplicity of the message seems definitely adequate in this context.

Conclusion

Although the language of press releases cannot be a "universal indicator" itself, but the way of using it indicates whether or not one can speak of the pursuit of truth in a particular text. It is about truth in a basic sense, regarding facts.

However, as indicated, linguistic discipline does not automatically make the text an objective, reliable message, and therefore—true. An important influence on the content and shape of information in the media is exerted by non-linguistic factors, mainly tabloid or ideological profile of the journal/newspaper/magazine, which determine the biased selection and gradation of journalistic material. In such a situation, the apparent objectivity of the statement becomes only an imitation of a text far from the truth. In practice, however, this is rare, because the language of tabloids and clearly politicized media is usually also biased. Therefore, the demand for efficiency and precision in the selection of means of expression should be considered a fundamental indicator of the pursuit of truth in press releases.

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