

Krzysztof Gajdka: Spokesman in the surrounding media (Rzecznik prasowy w otoczeniu mediów), Towarzystwo Autorów i Wydawców Prac Naukowych UNIWERSITAS, Kraków, 2012, s. 292.

Reviewer: Zbigniew Widera

An important element in the decision-shaping election is shaping the image of politicians. Both of those holding the highest positions in political parties and acting locally, office holders in local government. It is difficult to submit to popular opinion, „not important facts important PR” or „no matter what you write about us, it’s important to write” and especially „no matter how important to write the names of not twisted” on the level of political success in society is important, however, exploring the determinants how it is formed.

The monograph „Rzecznik prasowy w otoczeniu mediów” by Krzysztof Gajdka finds mechanisms to work spokespersons, and their attitudes and thus ways to influence society. In terms of their performance special place play area for policy. Author exposes instrumentation workshop and attorneys. Carefully and extensively in one of the chapters, shows the role of the Ombudsman, formed by his tactics and defining action strategies. It introduces, citing other roles typology own ombudsman, having less academic and more practical. However, from the description of the individual attitudes of Advocates derives both their nature and the nature of the impact on the environment.

In the first chapter the author points to the places from which to recruit spokespersons. Describes the band expected from the employer, which should be characterized by such a person. Discusses the desired range of duties and tasks. Raises particularly important issues necessary ethical behavior, which often is a problem in representing the interests of the employer. That interest may in fact differ materially from maturing sound ethical ways to communicate with your chosen recipient. Ethical issue appears in several publications representing the value submitted content. In this context, K. Gajdka raises the problem of populism, especially in the context of representing the interests of politicians. This aspect in the context of electoral behavior is of particular importance.

In the following, the author cites the interaction between the spokesperson and journalists basing its quotation on the development of the Central Office of Information in the UK. Adjusts the view in force in the British Isles to the Polish. In the first chapter the author describes the work of the Ombudsman in stressful situations and brings the phenomenon of burnout and its impact on the current behavior of the person responsible for social communications.

The second chapter discusses K. Gajdka workshop and instruments spokesman. He cites a tool to communicate directly and indirectly. Chapter closes the description of the selected job evaluation methods spokesman. Recalling the development of Bogus Feliszeka proposed verifications people involved in shaping the image of a test, possible to carry out both by the person concerned and the management of the institution that employs him. The third chapter is a detailed description of the typology proposed by the author spokespersons. It shows the characteristic patterns of behavior and thus allows the reader to a surprising conclusion that „advocate, ombudsman does not equal” and the responsible professional can perform differently, how differing from each other way.

Analyzing the contents of this publication, the reader acquires experience in assessing the attitudes of Advocates, indications as to their accuracy and can recognize which maps the reality of what the Exaggerate and the more embellished. The theater created by the advocates of events, which should be kept in mind always the leading role played by the principal or his policies. Without a doubt, an assessment should analyze the voting behavior from the perspective of the mechanisms that shape it.