

Book review: *What kind of information?, Leon Dyczewski (ed.),
Wydawnictwo KUL, Centrum Europejskie Natolin, Lublin–Warszawa 2009**

by Katarzyna Plewka

The publication “What kind of information?” was written after conference at the same title took place in Lublin at 26 of May 2008. It was organized by Katolicki Uniwersytet Lubelski (*Catholic University of Lublin*). Leon Dyczewski is the editor of this collection of lecture which were delivered during this conferences. This publication tries to answer the question how do we use different kinds of information in media, PR, advertisements and other areas of human activity. Everyday everyone gets a lot of different information, so it is really important to make sure that this information came from safe sources. So we should demand from people who are taking, collecting, transforming and publicizing, a good quality of this product, which the information certainly is.

The information reviewed is looking for attributes of good information in journalism, public relations, advertisement, how law and ethics describing god information what is the role of information in present day.

The book “*What kind of information*” consists of twenty two lectures, in four chapters. First of those chapters contains eight lectures, second – six, third – seven and fourth – one.

The publication opens text by Iwona Hofman “Does still journalist exist information?”¹ Authoress defines class of attributes which describes journalist information, that in her opinion decide that journalist texts are or are not information meant as journalist genre. She shows the factors which have negative influence for that group of journalist genre. Iwona Hofman don't give clear answer for question in title of her text.

The second article in the information reviewed is text by Leon Dyczewski “Standards of reliable information”². Author lists a number of that standards quoting other literatures and marks that some of them are contained in information as such and other are connected with people who are giving them to addressees.

* All translations were made by authoress (K.P.), original title *Jaka informacja?*, L. Dyczewski (ed.), Warszawa–Lublin 2009.

¹ Original title: I. Hofman, *Czy nadal istnieje informacja dziennikarska?*, [in:] *Jaka...*, *op.cit.*

² Original title: L. Dyczewski, *Kryteria rzetelności informacji*, [in:] *Jaka...*, *op. cit.*

The Third text by Stanisław Jędrzejewski is titled “News vs. narrative form of information”³. At the beginning author provides a definition of “narration”, and after that describes how to present different kinds of information in that form. Next he tries to answer the question how does it influence the quality this information. In the text “Plot and tension in TV news”⁴ Jacek Dąbała proves that information on television doesn’t exist without plot and tension. They render TV news more attractive for addressee. If we think about information as a product to sell, it is necessary to make it as much attractive as it is possible.

Next lecture is piece of writing by by Małgorzata Żurakowska “How information depends on sources”⁵. Authoress shows what can be source for reporter and how can it influence that information. As a case study she presents works in radio, where Małgorzata Żurakowska works as journalist. Next text “Process of information production: from gatekeeper to public relations”⁶ by Robert Szwed is very interesting because reader can get to know how a piece of information, which addressees get, come into being. It is

really important to know how a piece of information is properly fashioned, because with that knowledge we are able to perceive eventual distortion of that particular piece and what follows we are able to perceive how way of processing has its influence on quality of information. Next lecture “Management of information”⁷ (by Bogusław Nierenberg) deals with policy of information distribution by media, who should decide what should be published, when and witch media are the best to present that or other piece of information. Last text in the first part of this publication “Information or manipulation. About stylistic accommodation in expression of truth and falsity.”⁸ Maria Teresa Lizisowa presents stylistic aspect of journalist information.

Second chapter of review book opens the text by Kazimierz Wolny-Zmorzyński “Information in reportage”⁹. That lecture classifies reportage neither as information, nor as publicist genre, but author proves that information is of basis reportage because a reportage has to talk about facts. So reportage is using information and presents it to addressee in more advanced form. He also presents the difference between information (as a genre) and a reportage.

³ Original title: S. Jędrzejewski, *Newsy, a narracyjna forma informacji...*

⁴ Original title: J. Dąbała, *Intryga i napięcie w informacji dziennikarskiej...*

⁵ Original title: M. Żurakowska, *Zależność informacji od źródeł...*

⁶ Original title: R. Szwed, *Proces produkcji informacji: od gatekeepera do public relation...*

⁷ Original title: B. Nierenberg, *Zarządzanie informacją...*

⁸ Original title: M.T. Lizisowa, *Informacja czy manipulacja. O stylistyce akomodacji w wyrażaniu prawdy i fałszu...*

⁹ Original title: K. Wolny-Zmorzyński, *Informacja w reportażu...*

Next text "Information in advertisement"¹⁰ by Michał Gajlewicz presents two kinds of advertisement. They are distinguished because of role of information used in them and proportion between information and persuasion. Similar problems are presented by Aneta Duda in lecture "Public relations – information?"¹¹ This text tries to answer the title question, but it provides no clear-cut answer. Next text presents graffiti as a source of information (Małgorzata Sławek-Czochra "Graffiti as a source of information"¹²). Authoress presents graffiti as a kind of communication, and the wall is a kind of media, so when addressee looks at the painting may find information for example about author of that graffiti.

In next two lectures information in different kind's media is compared. Authoress of the first of them compares information in Polish and Belarusian public television (Helena Wilczewska-Łepkowska "Information in Polish public television and Belarusian national television"¹³). Authoress of the second of them presents similarities and differences between infor-

mation presented on internet portal Wiadomości24.pl and on paper "Gazeta Wyborcza" (Joanna Reszka "Information's in daily civil Wiadomości24.pl and "Gazecie Wyborczej"¹⁴).

Third chapter is open text by Janusz Włodzimierz Adamowski „If we and to what extend we can trust to that what we see and hear in nowadays media"¹⁵. Author wonders witch media are more or less reliable and why that damaging media still exist on market.

Next text "Ethical aspects of information's and responsibility"¹⁶ by Ignacy Rutkiewicz presents exemplary pieces of information which are unmoral and shows documents with ethical norms that regulate journalist work. Text by Piotr Francuz ("Psychosocial aspects of making and of reception of information"¹⁷) tells however that media create point of view of their addressees. And he noticed that majority of news presents negative image of people and reality. And who will take responsibility for it. Maciej Łętowski pays attention to law problem of presenting information re-

¹⁰ Original title: M. Gajlewicz, *Informacja w reklamie...*

¹¹ Original title: A. Duda, *Public relations – informacja?...*

¹² Original title: M. Sławek-Czochra, *Graffiti jako źródło informacji...*

¹³ Original title: H. Wilczewska-Łepkowska, *Informacja w polskiej telewizji publicznej i białoruskiej telewizji państwowej...*

¹⁴ Original title: J. Reszka, *Informacja w dzienniku obywatelskim Wiadomości24.pl i „Gazecie Wyborczej”...*

¹⁵ Original title: J.W. Adamowski, *Czy i na ile można wierzyć temu, co widzimy i słyszymy w dzisiejszych mediach...*

¹⁶ Original title: I. Rutkiewicz, *Aspekty etyczne informacji i odpowiedzialność...*

¹⁷ Original title: P. Francuz, *Psychospołeczne aspekty tworzenia i odbioru informacji...*

lating to public persons on example of judgment of Court of Justice on 12 May 2009 about incongruity of paragraph 213 kk (criminal codex) with constitution (“Information about public persons”¹⁸).

Text “Role of information in local community”¹⁹ by Joanna Gepfert concentrates on issue local press and condition of them. She presents problems that local journalism encounters and concludes that that segment of journalism is more difficult than others. Ks. Marek Pytko wrote in “Information in Church’s live vs. media”²⁰ about role of media and information in Catholic Community. He proves that information can serve evangelization and not only consumer value promotion. In the last text in third chapter Angelika W. Wyka (“European Observatory of Journalism as way to get information?”²¹) presents European Observatory of Journalism as a way to get the information.

Last text in book “What kind of information?” titled “Educational challenges for information society”²² (by Sylwia

Jaskuła and Leszek Korporowicz) presents how modern education can use new media and how they should be used.

Publication “What kind of information?” for many reasons is very important book. Nowadays everyone gets every day such amount of information that we are not able to remember them or we even don’t pay them any attention. Every day we have to select the more important pieces of news.

This book shows main problems of nowadays journalism: it tries to find out what is a journalist information, its main attributes, what regulations (law, ethical) should be subordinated, what are the main obstacle to make all information: true, precise, contextual, reliable, clear, without comment, taking care of good name of humanity and actual.

Book “What kind of information?” helps to enlighten people, who everyday are working with information, how to perceive nowadays information. It should show them what kind of mistakes they make and how to change it. This book will be very helpful for students of journalism, as a actual diagnosis media of reality. This publication is useful because it presents evolution of information as a vast group of journalist genres.

¹⁸ Original title: M. Łętowski, *Informacja o osobach publicznych. Uwagi do wyroku Trybunału Konstytucyjnego z 12 V 2008 roku o niezgodności art. 213 kk z konstytucją...*

¹⁹ Original title: J. Gepfert, *Rola informacji w społeczności lokalnej...*

²⁰ Original title: M. Pytko, ks., *Informacje w życiu Kościoła a media...*

²¹ Original title: A.W. Wyka, *Europejskie Obserwatorium Dziennikarskie sposobem zdobywania informacji?...*

²² Original title: S. Jaskuła, L. Korporowicz,

Wychowawcze wyzwanie społeczeństwa informacyjnego...