

Political Preferences

4/2013

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Katowice 2013

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INTRODUCTION

We give readers the fourth volume of „Political Preferences”, an interdisciplinary journal devoted to the study of voting behavior issues, especially political determinants of identification. Magazine publishers are the Institute of Political Science and Journalism at the University of Silesia and the Center for Innovation, Technology Transfer and Development Foundation of the University of Silesia. Patronage of the project holds Polish Political Science Association and the Society for Academic Initiatives. The research community centered around „Political Preferences” was initiated by the Section at the Polish Electoral Studies Political Science Association and is actively involved in international research projects devoted to electoral behavior.

Journal in his intention promote empirical research in the plane of electoral behavior. Multidimensional and interdisciplinary research in political circumstances of individuals and their motivation to participate actively in political life is important for the development of civil society, one of the important dimensions of the electoral participation. Magazine publishers are particularly keen on cooperation with researchers of different disciplines who take an empirical analysis of the problem of political preferences: political science, psychology, sociology, linguistics, philosophy, and others. The degree of involvement of citizens and ultimately the decisions made in the electoral process is subject to many levels, giving you the opportunity to take the identification and analysis of the correlation existing between them.

This issue of „Political Preferences,” in contrast to the previous, is a report of empirical research, but devoted to the diversity of issues, the common denominator is the study of reality social, political and economic, affecting voting behavior. This is another step in the development of writing, involving not only the extension of the existing formula, but also its internationalization. The international dimension „Political Preferences” has been achieved not only by initiating the release number in the English language, but also by expanding the group of authors and reviewers who write about the people

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REVIEWS

Jarosław Wichura: New media and the public opinion (Nowe media a opinia publiczna), Wydawnictwo i-Press, Kraków, 2012, s. 131.

Reviewer: Zbigniew Widera

Making your choice by voters in today's political market largely is determined by the shape of their image in the media, both traditional and electronic how. Understanding the mechanisms that underlie the selection effect on voter is of particular importance, especially when the media use the message not without manipulation.

In any system, since the emergence of mass communication, media and public opinion mutually determine its shape. As a result - in any social and political system there is an inseparable link between the mass media and the public (political). Communication between these planes gives us the opportunity to exchange ideas, interact, follow people in the same direction. Thanks to mass media and the public can find out what they are feeling and thoughts of others, and we can express ourselves.

In this part of the issue published in 2013 the book Jarosław Wichura "Nowe media a opinia publiczna" Carefully designed, with well prepared theoretical framework indicates ambivalence of the communication process from its great value for the customer as well as the dangers involving programming communication and lack of understanding of its contents. Author comes from the description of new technologies and communication strategies, points to the issue of public opinion as a product of new technology. This approach includes different products types in the recognition of the political market mechanisms remain in close connection with the selling methods of economic markets. Highlight the growing impact of electronic technologies that increasingly affect the absorption of information and reaching with this behavior.

The present work consists of five chapters. Chapter I describes and analyzes in detail the new communication technologies (called „new media”), their characteristics and impact on our everyday lives. New media gives us a mass scale technical conditions for access to communications. They provide massive outreach of their practices, technical infrastructure, combined with the appropriate economic conditions, political system, social communication present a framework. This facilitates the crossing of spatial boundaries, overcoming barriers of time and provides opportunities for rapid transmission and propagation of messages.

Chapter II is devoted to the issue of public opinion, which is the product of new communication technologies. This chapter takes a broader approach to the issues and definitional complexity of the phenomenon, at the same time attempt to redefine and adapt it to the requirements of modern times. Public opinion as a phenomenon of modern times, is also a central category for understanding society. There is no doubt, however, that the classical concepts of the public, dating back to the 80s and 90 Twentieth century, can't withstand the test of time and require re-evaluation due to changes in the social and technological turn of the twentieth and twenty-first century.

Chapter III deals with the Internet - a kind of „democratic machine” which is the essence of the new media, its objectives and functions exercised in society. Subject chapter focuses on explaining not only the essence of the phenomenon, but also takes an attempt to characterize the Internet community and identity and their impact on contemporary public opinion. Internet emerges as a powerful medium of the fastest growing information and communication in recent years. Virtual world is an essential part of the social environment of man, no less important than the direct contact and environmental circles unit.

Next, the IV chapter is to analyze the common coexistence of public and new media in the so-called. „Information-driven society.” In this chapter, the problem is taken up the opportunities and threats that arise in connection with the transformation of modern societies in the information society, the society rich „information potential”. In particular, I considered the quality of the information provided and are available through a variety of means of communication and the impact of that information on the shape of the public.

In the last chapter J. Wichura cites analysis of test results, referring to the subject of the discussed issues in the magazine „political preferences”, confidence surveys, assessment of reliability of media coverage and reliability of information sources. The present publication is worthy of recommendation not only for its substantive content, an indication of one of the key determinants of voting but also because of the young age of the author and his fresh perspective on the issues described.

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”, Krzysztofa Gajdki find 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.

ABSTRACTS

Miro Haček (University of Ljubljana, Slovenia)
(Dis)trust into the rule of law in Slovenia

After the collapse of the non-democratic regime in the early 1990s, public opinion surveys became important factor in the process of democratic decision-making. Author is analysing the results of public opinion surveys, which bring together data on the attitude of the general public towards democracy, (dis)satisfaction with the political situation and (dis)satisfaction with most important political and administrative institutions with special emphasis given to the public's (dis)trust toward the rule of law. Based on the data obtained article allocates Slovenia's position compared to other established European democracies as well as post-communist countries from Central and Eastern Europe (CEE) on the scale of the relationship of the dimensions of societal (dis)trust in political power.

Key words: democratisation, trust, rule of law, politics, institution, Slovenia

Waldemar Wojtasik (University of Silesia, Poland)
Functions of elections in democratic systems

Elections are a procedure typical for democratic systems, but also systems which do not respect the principles of democracy often employ them. However, due to their different functional positioning, they fulfill various functions. The presented text is an attempt to present the most important functions performed by the elections in democratic systems. The adopted model of generalization has allowed for separation of seven basic functions, present in all elections: delegation of political representation; selection of the political elite; legitimisation of those in power; control over authorities; political accountability; creation of political programmes; recreation of public opinion image.