

## **Abstrakty angielskie**

### **1) Mariola Bieńko**

#### **The Tyranny of Intimacy in the Mass Media. Metaphors and Metamorphoses of the Image of Human Sexuality**

Sexuality is one of the fundamental notions in the analysis of human identity. However, in view of pressing changes in the social mores and customs, the understanding of sexuality and its definition are currently being deconstructed. The sexual increasingly intrudes into public discourse; sex has become accessible in the media, and reduced – as one of the main topics of mass culture – to an object of consumption, a unique but obligatory part of lifestyle; erotically saturated messages of contemporary media contribute to the “sexualization” of culture, making it increasingly commercialized and pluralistic. The result is the “democratization of desire”, that is, general access to all media featuring sexuality in more or less brutal form, and a media-generated culture where public nudity, erotic confessions and sexually marked gestures become more acceptable. This “medial sexuality”, creating its own epistemological metaphor, affects social life, the shape of social attitudes, and the nature of private and public discourse on the limits of intimacy.

### **2) Beata Łaciak**

#### **Polish Contemporary TV Drama Series as Part of the Discourse on Social Problems**

Acknowledging the role of television in contemporary world as an opinion- and attitude-forming medium, which affects the audience via popular TV productions, I examine the social problems addressed in some of the most popular drama series. I attempt to indicate the problems most frequently mentioned, to analyze the way they are presented, and to evaluate to what extent this presentation corresponds both to reality and to sociological research data. My analysis is focused on the problems most commonly encountered, as well as those either new – or perceived as new – in the social consciousness and discourse, such as crime, unemployment, poverty, alcoholism, domestic violence and disability. I also attempt to indicate valid problems which have been ignored, overlooked, or presented one-sidedly in the discussed TV series.

### **3) Tomasz Kasprzak**

#### **„The Waste-Basket on The Teacher’s Head” or Violence Filming in the School**

Child and adolescent aggression is becoming increasingly common in the Polish schools. I discuss an event which recently shocked the Polish public opinion (the so-called Toruń case)

in order to demonstrate that we are dealing with a significant and dangerous role-reversal in the aggressor–victim relationship. Media in the past usually focused on student abuse by teachers' overstepping the bounds of their authority; recently, however, media reports have even started referring to „child terrorism”. This type of discourse is inspired, among other things, by the increasingly frequent filming of the acts of violence, so that the teacher is humiliated not only by the actual physical abuse, but also by his ordeal made public.

#### **4) Przemysław Kisiel**

##### **Contemporary Media and Artistic Culture**

Media in the modern world can't exist without reference to artistic culture, and conversely, it is impossible for artistic culture to exist without media. The author explores the nature and meaning of this important relationship, and conducts an analysis of both sides' gains and limitations. The problem is further characterized through scrutiny of the factors influencing the forms of social participation in culture. These considerations permit to advance a thesis that the nature of the relationship between artistic culture and the media is a reflection of the relationships prevailing in the society in general.

#### **5) Marek Kłosiński**

##### **Exploring the Content and Exposition of Media Messages. Example of the Analysis of TV News Reports.**

For modern men and women the bulk of knowledge about reality is generally provided by the media. Television, particularly TV news reports, remain one of the most important sources of this knowledge. In this paper we explore the content of the news messages, as well as their hierarchization, exposition and the ways of presenting individual news items in various TV reports. I describe two proposed research methods, which I precede by some theoretical premises, attempting to introduce more precise terminology to a subject which – in my opinion – requires formalization. This research proposal, hopefully useful for social scientists, is based on my ten years' cooperation with Zespół Analiz i Studiów Antenowych Akademii Telewizyjnej TVP S.A [Group for Broadcast Study and Analysis of the Television Academy TVP S.A].

#### **6) Barbara Fatyga**

##### **On the Unfortunate Encounter of the Journalist and the Expert. Research Proposal and Preliminary Conclusions based on Participatory Observation.**

I propose qualitative research of an unfortunate discourse between the Journalist and the Expert. In Part One I construct a “home model” of the theoretical approach, wherein I apply notions derived from M.A.K. Halliday, E.Goffman i J.L.Austin, including sociosemantic system, texture, interaction, face, theory of misfortunes and abuses, rules of politeness. In Part Two I analyze several samples of unfortunate discourse, and I conclude by advancing a hypothesis for further research.

## **7) Albert Hupa**

### **Groups, Networks, Swarms**

I propose to use the metaphor of a swarm as a tool for analysis in sociological studies of the Internet. The concept of a group is undergoing a crisis, which forces sociology of modern and postmodern societies to talk rather about networks, relations and postmodern communities. To describe a swarm I first consider the notion of a network. I assume that a network does not necessarily have to be perceived as a form of organization of human behaviour, but can be described as a specific environment for activity. The “structure” of such a network is fluid, and presupposes a number of dynamically related connections and intersections. It is also decentralized and easily adaptable to new conditions, facilitating the formation of temporary, short term-systems. I go on to analyze examples of network structures which emerge during Internet communication, such as communicators, discussion groups, Usenet, Wiki sites, blogs, community networks, and games of MMORPG type. This leads to revealing patterns of behaviour which can no longer be adequately described by such notions as “group” and “community”. I therefore propose to describe these patterns by the metaphor of a swarm, that is, such a form of social organization which makes it possible for every individual member to influence the swarm's “movement”, direction and activity. The most active individuals – by virtue of their commitment forming the core of the swarm – become leaders, while the position (in the core or on the outer edge) of any given member depends on his/her involvement in the life of the swarm: greater activity implies stronger influence.

## **8) Magdalena Dudkiewicz**

### **Media Image of Nongovernmental Activity**

I indicate main ways in which the problems of civic activity are presented in the media, assuming the point of view both of an active member, and that of a scientist researching the

nongovernmental sector. I take into account such factors as the journalists' perception of NGO's as charity or interventionist organizations, their focusing on cases of fraud in connection with the activity of foundations and associations, and their tendency to view NGO's (especially the "watch-dogs") as allies, which – like the media – should keep an eye on the authorities. I also point out the lack of deeper reflection of both journalists and NGO representatives as concerns their mutual relations, and I investigate the main shortcomings and errors committed by the nongovernmental sector in its dealings with the media, especially the sector's identity problems and its underestimation of systematic image promotion. I conclude with a remark on the factors which should be considered in order to change the described situation.

## **9) Krzysztof Kiciński**

### **Morality and the Social Bond**

Moral standards as an element of culture are of fundamental importance in regard to the social relationships governing group integration. However, since social groups assume extremely diverse forms – primarily arising from the diverse forms of their internal social bond – so different types of morality as bonding factors appear to be more or less adequate. For example, morality based on the reciprocity principle seems to be a very adequate bonding factor in community-type groups, as shown by research of moral consciousness in Polish traditional villages. The central problem of this paper can therefore be expressed as follows: how do the changes of group morality correspond to the changing group form, occurring in the course of historical development, when a „mechanical solidarity” bond is transformed into „organic solidarity” bond? The author draws upon the Old Testament to demonstrate that changes of morality may be effected by a search, within a religious doctrine, for legitimization which was previously sufficiently guaranteed by the apparently self-evident standards grounded in tradition. As a result of this process a great religious narrative may be developed, and thus religion and morality may become closely united. Also, any group where this principle constitutes the basis for integration has greater chances of surviving cultural and physical danger.