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**P. Czarnecki, *Etyka mediów*, Difin, Warszawa 2008, 144 s.**

This publication is not a handbook concerning mass media issue, but this is a set of contemplations devoted to the key (essential) ethical problems referring to activity of present mass media. In the first chapter author considers the objective scope of mass media ethics that he reckons as the discipline between the occupational ethics (linked to journalist's ethics) and the ethics regarding problems derived from rampant development of the present world (for example business ethics, ecoethics, bioethics and what have you). To recognize the term "mass media" as the ambiguous and exacting of being specified, seems to be a risky operation, because it threatens the involvement in defining disputes. Nevertheless, author managed to avoid temptation of creating final definition. He described "mass media" as the fluent and amenable of dynamic changes reality.

It has to be said, that "The Mass Media Ethics" is not the dissertation describing, e.g. philosophical implication of mass media, but it concerns the mass media issue directly.

Philosophical problems are only mentioned accessorially, however, author refers to catholic personalists, as well as to secular (laic) philosophers. Hereby, he tries to analyze only these statements that could be accepted without worldview and theoretical disputes. There are not many distinct and sharp opinions in this handbook. Author tries to prove (reveal) that defining of the final opinions about mass media activities is impossible (what one can notice especially in the chapter devoted to ethical codes).