

Dear Readers,

It is with great pleasure that we place in your hands the fourth issue of „Media Business Culture” academic journal, this time dedicated mostly to the ethical contexts of communication in the media. The problems are particularly close to our title due to the partnership we have established with the Ethics of Language Section of the Polish Academy of Sciences (PAN), and owing to the many initiatives undertaken by us jointly with the Section, in deep conviction that studies and analyses revealing the importance of ethics in public speeches do have a significant weight. The changes now taking place in the public discourse provide a clear proof that the matters are important not only for academic reasons; they should also be analysed as mighty problems of socio-political life.

Such theses clearly stem from the introduction to part one, written by Prof. Jadwiga Puzynina, the head of the Ethics of Language Section of PAN. In fact, the part, titled *Ethics and communication*, contains papers, developed by representatives of the University of Warsaw (Prof. Jadwiga Puzynina, Prof. Elżbieta Wierzbicka-Piotrowska) and the University of Gdańsk (Prof. Jolanta Maćkiewicz and Dr. Barbara Świąder-Puchowska), demonstrating the diversity and interdisciplinary nature of conditions and impacts of public communication. The different looks at the ethical aspects of public discourse have been presented also in part two (*The Ethics in Media and the Exclusion*), where articles addressing the matter of national identity, viewed in the context of expression purposes, have been placed. That subject is undertaken by authors from the Jagiellonian University – Prof. Małgorzata Lisowska-Magdziarz, Dr. Agnieszka Całek and PhD students: Rafał Wietoszko, MA and Sławomir Doległo, MA.

Further texts of the current issue (the *Media and Politics* section) demonstrate the ways of influence exerted by mass media in the changing socio-political realities (Dr. Konrad Knoch and Jakub Szalek, MA, from the University of Gdańsk). Variability, as seen from completely different, market perspective, is touched upon by Dr. Łukasz P. Wojciechowski from the SS. Cyril and Methodius University of Trnava, Slovakia and Danuta Koschembahr-Łyskowska MA, representing Starbucks. The *Non-standard Forms of Marketing Communication* section portrays the unusual until recently, though more and more widely used forms of communication in promotional activities.

The last section of the journal is devoted, once again, to events of importance for the media studies community and reviews of books, at this occasion from the area of advertising.

Wishing you a pleasant reading

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