

NEWS

Anthropology – (po)et(h)ics – culture

SUMMARY

Communicating real news requires the existence of both the sender and the receiver. In the case of the sender, what becomes salient is the issue of the broadly understood responsibility of the author (journalist, correspondent, publisher etc.) for the shape and content of the particular message. The form, content, structure, the plot and the level of emotion, all of them become the textual reflection of the thoughts and feelings accompanying the experience of the events that happen around us, as well as more general reflections on them. The more original the approach, the greater the chance of the well-received and socially valuable effect it produces in the form of mutual understanding of the cases and issues discussed in the news. It is not the media that communicate something, but particular people who use the media in a defined way as a tool and a multifunctional means of communication. News is an element of public discourse and in this way it becomes a form of emotional memory that exists as long as a particular experience lasts or reflections on it. Images referencing the reality contained in the news constitute an intrinsic element and aspect of their social function. Without referencing to reality, news becomes artificial creations that act as phantasmagorical substitutes, almost like fictitious creations that serve the purpose of covering or even replacing the existing reality.

In the age of the contemporary development of news poetics we find ourselves confronted with plethora of frames in a message and with multi-frame constructions, which when used competently, enhance the fluidity, variety and appeal of the message form. The fundamental requirement to fulfill is the readability and clarity of the structure designed for a particular issue. This is to ensure the necessary balance between the compact and condensed form of both the micro-stylistics of a particular piece of news and the overarching form of the

macro-composition of the message offered. Individual news items progressively lose their autonomy, which is related through the message and its reception to others. The micro-image of the world as the subject of notification gains readability and occasional coherence of a higher order in correspondence with the macro-image created together with those remaining.

In everyday practice and poetics of news production the factor of appeal has an intertextual dimension, dependent on the content structure and the importance that it has within the broadcast. The idiom of the appeal of a particular piece of news is in correspondence with the idiom of appeal of the higher-order whole that was put together by the broadcaster. In this way, a new information entity is created that is not merely a sum of its constituent news elements. Instead it constitutes a new framework quality, whose properties stem not only from its content but rather from the ingenious hierarchical arrangement of all the components utilised.

News as a genre and a specific internally organised form of providing information contains a wealth of various forms and genres both from a historical perspective and from the point of view of the contemporary unprecedented expansion of this form of communication in the affairs of humanity.

The process of providing information can be perceived and analysed as a specific type of relation in public. Any piece of news is an intentional creation. The subjectivisation of the message, just like the attempt to make it objective, is an intention that is reflected in the way the piece of news is formed, i.e. through the particular choice and combination of its constituent elements. Both the subjective and objective character of the news message contains in itself the subject (author) factor, which brings with it ethical issues inseparable from the producer's/ editor's/broadcaster's engagement in the news' message that is broadcast and introduced into the public sphere.

It is a matter of great significance that ethical reflection is constantly taken up by those involved in news production and broadcast, both by individuals and journalistic circles. If this kind of reflection wanes, the consequence is not only routine, but also a complete atrophy of responsibility for the message. The ethical conflict that constantly surfaces in the context of news broadcasts is essentially related to the subjective attitude an individual exhibits towards their profession. Such a conflict and related personal dilemmas cannot be eradicated by means of even the best code of conduct. It will exist (and so it should be) as long as people working in the media continue to ask themselves questions about their personal and social meaning of their everyday work.

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