might overlook the need or desire to go back and re-read sections and even reading bits several times can be revealing as latterly received thoughts are brought into the mix. This can be akin to favorite fiction books or movies that have been read/seen several times, but each new consumption yields something else that was perhaps not appreciated before.

Understanding Public Relations is undoubtedly capable of being a critical reference that can lead to greater things if you invest the time and effort to get the most out of it. It does well to get under the technical, social skin of public relations to allow consideration of the broader story as well as the specifics of public relations activities. It is available in hardback and paperback (at a very affordable price) as well as through digital platforms. For researchers and practitioners who want to extend their craft, this could be a 'must read' book. For everybody else, whose activities or interests may impact on, or intersect with public relations, this could be viewed as a 'should read'. It is a lot more than a book that just looks at public relations and what it can do.

Darren P. Ingram
UNIVERSITY OF OULU, FINLAND

Michał Głowacki & Alicja Jaskiernia (eds.) (2017). *Public Service Media Renewal: Adaptation to Digital Network Challenges.* **Frankfurt am Main: Peter Lang Edition, pp. 249, ISBN: 978-3-631-67728-5.**

Public Service Media (PSM) in Europe are facing, and at the same time adapting to a set of most substantial challenges in their recent history. The value of the PSM sector is being increasingly questioned in a new media and communication environment, regulatory pressures increase from the national policymakers as well as the EU, and new political choices are being made that often lead to weakening of PSM. Moreover, the rise of platform companies and changes in media use, affect conditions of PSM performance. In these volatile and unpredictable circumstances, the Editors of the edited volume *Public Service Media Renewal: Adaptation to Digital Network Challenges* chose a right angle to examine strategies and institutional developments that might lead to PSM renewal.

There are two possible ways to think about PSM. One is through the set of principles and procedures that sustain PSM values such as independence (reflected in functional independence of appointment procedures, professional autonomy, sufficient funding from public sources), universality (reflected in accessibility of PSM on various channels and platforms, including the newest ones) and diversity (reflected in remit, standards of performance, composition of the workforce). Another

method represents legitimacy and accountability vis-à-vis users, and thus also strengthening the participatory function of PSM. The book explores both these methods, offering useful examples and case studies.

As regards the set of principles and procedures, Bissera Zankova proposes their redefinition following the logic of a networked society. Hence, there is a necessity to embody a *networked quality* into new thinking about fundamentals such as fostering PSM independence, securing sufficient funding, extending PSM activities to new channels and platforms, deepening public participation, and supporting innovative leadership. Alicja Jaskiernia and Katarzyna Pokorna-Ignatowicz explore the limits of PSM independence and professional autonomy discussing recent PSM regulatory changes in Poland leading to more direct political control and formal redefinition of *public service media* as *national media*. Pävi Maijanen studies PSM management by analyzing the dimensions of publicness such as public ownership, public funding, and public control. One conclusion to draw from this study is that public funding and public control seem to affect more substantially managerial decision making than public ownership. In particular, after tax-based funding was launched in 2013 in Finland, managers have become more sensitive toward expectations of politicians and the broader public. All these contributions remind the reader that reconsideration of fundamental PSM principles and procedures remains valid despite plastic reshaping of the media and communication environment.

The second perspective reflected in the collected volume speaks for re-arranging various forms of participation and partnership that might ultimately lead to redefinition of public accountability and legitimacy of PSM, but also sustainability of the institution in the long run. Tim Raats and Karen Donders' account focuses on examining PSM sustainability in a networked environment, where PSM have been increasingly tied to various forms of partnerships. Michał Głowacki deploys the concept of media ecology to investigate the value of partnership manifested through drivers and barriers for collaboration between PSM, universities, creative initiatives, and high-tech firms in Estonia. Nicole Gonser, Markus Grammel, Johann Gründl, and Gisela Reiter bring to PSM analysis the point of the Austrian audience. History of PSM in Austria presents an interesting context for the study, as the public service has enjoyed a monopoly position in the national media landscape longer than in other European countries. The study confirms that the Austrian audience does not fully recognize and use the potential of ORF's transition to the digital environment.

Tiziano Bonini explores the current challenges faced by PSM in Europe, while proposing their *participatory turn*. The participatory turn stands for qualitative change and mode of participation — it would encompass not only the public's involvement in content production, but participation in a more general sense, including organizational decision-making, thus resulting in *structural participation*. Jonathon Hutchinson scrutinizes a cultural role of PSM in Australia, considering the concept of *algorithm culture*. Its roots lie in the conditions of contemporary life

saturated by digital mediascapes. Hutchinson argues that the inclusion of cultural intermediaries by PSM and development of algorithm culture may inevitably lead to maximizing participation. Lizzie Jackson addresses the urgent need for PSM to begin using advanced digital production processes such as predictive analytics (PA) and behavioral targeting (BT). Such recasting of PSM logic may result in a greater presence of public service algorithms that might ultimately challenge the dominance of commercial media. Anja Stević and Emil Čančar focus in their contribution on transition of Croatian public media to Web 2.0. Though multi-platform content and technological improvements remain HRT's top priorities, Stević and Čančar observe significant implementation gaps.

By connecting all these accounts on possibilities of deepened participation that the new communication environment offers to PSM, a new model of PSM emerges. At this point, the collective book seems to propose a more normative vision than a diagnosis of the actual situation illustrated with a systematic analysis of comparative examples. Its value, however, manifests precisely in this normativity and shared belief that PSM have their future in a new media world.

Michał Głowacki and Alicja Jaskiernia in their concluding chapter make it clear that ongoing processes of PSM change are intimately connected with a new normative vision. A poor project leads to poor realization and vice-versa. Głowacki and Jaskiernia make the future point with mapping drivers and obstacles for PSM renewal. It becomes clear that PSM renewal depends on a complex set of conditions that include greater engagement of PSM in building new forms of partnership, exploring new ways for funding, as well as improving public participation. The *Public Service Media Renewal: Adaptation to Digital Network Challenges* stands for a highly valuable and very useful contribution not only for readers interested in the future of public service media, but all who are genuinely preoccupied with implications of digital change transforming the media and communication environment, and its users.

Beata Klimkiewicz
JAGIELLONIAN UNIVERSITY, POLAND

Krzysztof Stępniak (2017). *The Phenomenon of Religious Advertising.* **Warsaw-Pultusk: Aleksander Gieysztor Academy of Humanities, pp. 283, ISBN: 978-83-7549-277-4.**

Living in times of universal information, we receive various types of messages. Among them are also visual ones, such as advertising, which has long been inscribed in the landscape of urban agglomerations and even small towns and villages. Among