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Editorial

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Social communication plays a key role in the daily lives of individuals, groups and entire societies, and the technological developments that are occurring make it an increasingly complex process. This includes the creation, transmission and exchange of information in various individual and social contexts. Undoubtedly, with the experienced technological development, there are constantly new opportunities for the existence and development of human relations. The process of exchanging and sharing knowledge, information, or ideas has entered a previously unknown level thanks to new media and technologies. At the same time, however, the introduction of human beings into the process deepens previously known dangers and challenges and adds new ones to the mix. The Cracow School of Media Ethics has been noticing these dangers and challenges for years and by conducting scientific research has discovered solutions to preserve the dignity of the person and his or her integral development. For many years, it has been organizing conferences on media ethics, which every year gather dozens of researchers dealing with media ethics. On the occasion of these meetings, the need for a scientific journal to share research results and debate ethical issues of social communication has been recognized repeatedly.

To meet these expectations, the Faculty of Communication Sciences at the Pontifical University of John Paul II in Krakow is putting into the hands of readers the first issue of the journal *Social Communication Ethics*, a quarterly scientific journal devoted to the ethical aspects of journalism, media and social communication. The purpose of the journal is to create a broad platform for sharing and promoting the results of scientific research on media ethics in the world of media practice shaped by media creators, regulators and consumers, as well as all participants in social communication. This includes both theoretical and theoretical-empirical studies. We invite all those interested in this issue to contribute to the journal and submit the results of their research in the discipline of social communication and media sciences, as well as interdisciplinary research that considers our discipline.

The first issue opens with an article by Dawid Kaczmarczyk on the quality of journalistic publications. The author frames the problem in the context of technological development, attempting to identify contemporary approaches of the media community to the role of new media in relation to the quality of news and journalism. At the same time, on the basis of qualitative research conducted among representatives of the Polish media environment, he seeks and identifies the challenges facing the media.

The image of Slovak migrants that is presented in the English press is addressed by Terézia Rončáková and Lenka Môcová. By examining the tone of the published articles, the current stereotypical representations, and especially the specific thematic framework of the image of Slovakia, the authors attempt to capture the perspective of a Great Britain that has received many migrants from Central and Eastern Europe, Slovaks among them. The researchers noted a marked difference in the coverage of the issue between elite and tabloid dailies and a lack of journalistic interest in the lives of Slovaks in the UK, especially the problem of the assimilation of local Roma.

Next is a study by Maciej Nowakowski. The article explores the challenges faced by minority language media, particularly Kashubian and Silesian in Poland, during the rise of digital journalism. It highlights the uneven growth of traditional and digital media due to policy gaps and algorithmic biases, calling for new initiatives to support minority languages in the evolving media landscape.

In his article, Ildikó Pusztai-Varga presents an analysis of the evolution of competency expectations for literary translators covering a period of 40 years (1970–2010) and specifically refers to the Hungarian context, as well as Europe more generally. The findings presented in the article point out that despite significant changes in the way information and experience was collected during the years of the study, the knowledge, skills and attitudes expected of literary translators doing quality work that was tailored to the expectations of readers of the target language and accepted in the literary society did not change radically over the four decades. However, as the author notes, the expectation of certain sub-competencies changed over the years, with some disappearing and new ones taking their place.

As can easily be seen, the thematic character of the first issue of the periodical being placed in the hands of readers is characterized by great diversity. It reflects the intent of the editorial board's wide-open attitude to research diversity. The sole framework of our journal is the ethical aspect of the problems addressed in the field of social communication.

