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 <https://ror.org/0583g9182>

Editorial

 <https://doi.org/10.15633/sce.01200>

The issues related to the ethical aspects of social communication are vast and multifaceted. Although this may seem self-evident, it nevertheless continues to surprise us repeatedly. We encountered this once more while compiling the articles for the new issue of our journal, which we now present to our readers.

Thus, in the first article “The Ethics of Social Communication in Performance ESG Reporting: A Multi-Dimensional Approach,” Adrienn Lajó analyses the ethical aspects of corporate communication in ESG reporting, treating it not as a legal obligation but as a strategic foundation for organisational accountability and transparency. The authors approach the topic from legal, sociological, psychological and technological perspectives. The text extensively discusses the dangers of greenwashing, selective disclosure, narrative manipulation and the exploitation of audience cognitive errors (such as the halo effect or accessibility heuristics). The article points out that such practices undermine trust, can lead to serious legal and reputational consequences (examples: the Volkswagen scandal and the Flint water crisis), and hinder the achievement of global sustainable development goals. The article makes it clear that ethical communication in ESG is not an option—it is a prerequisite for doing business in a sustainable, responsible and long-term effective manner. Negligence in this sphere carries real risks—both legal and reputational. At the same time, it represents an opportunity to build a competitive advantage and support global social and environmental goals. This topic is therefore fundamental to the future of responsible business and modern management.

War not only transforms the borders of states and the fate of nations but also shatters the foundations of ethics and truth. In the article “The ideology of racism as a basis for the transformation of ethical principles of journalism in the wartime,” Nataliya Hado analyses the dramatic challenges faced by journalists after the Russian invasion of Ukraine. She insightfully compares the ethical standards of Ukrainian and Russian media, showing how the ideology of racism, which is a mixture of imperialism, totalitarianism and propaganda, has led to a complete erosion of ethical norms in Russian journalism. The article raises questions about the limits of freedom of speech, the responsibility of the word in wartime, and the ethical obligation to provide the truth even despite death. It is a text that not only indicts but also reminds us that honest journalism in times of war is not a luxury but an act of courage.

Prepared by Emes Belenyesei and Andrea Györfyné Kukoda, the article “The Role of ChatGPT in Teaching Managerial Decision-making in Higher

Education. Lessons from an Experiment” makes a valuable contribution to the debate on the integration of AI in higher education. This shows that ChatGPT can enrich decision-making processes and support student development, as long as its use is done consciously and with respect for academic values.

The study conducted by the authors aimed to compare human and AI decision-making and to assess students’ satisfaction with the use of ChatGPT in decision-making. The study showed that ChatGPT is perceived as an objective and rational tool, supporting users to analyse problems systematically, but with some limitations regarding the lack of consideration of local political, economic or cultural contexts. The authors also note the need for further analysis, user education and the development of ethical and pedagogical standards for the use of AI in teaching and management.

The final article in the main section “Educational challenges of developing multiple communication competences in the era of convergence. The Case Study of the Transilvania Creative Camp” was prepared by Anne Miśkowiec. In her text, the author points out that contemporary education requires crossing geographical and competence boundaries. The article on the Transilvania Creative Camp shows how project-based learning in an intercultural environment can effectively develop students’ communicative, media and visual competences. Based on a case study and participant observation, the author shows how education in action—embedded in an authentic local context—becomes a response to global challenges: heritage conservation, sustainable tourism and the development of 21st century competences. This is a text about the power of experience, collaboration and creativity in shaping a global citizen.

The journal concludes with a Report from the 6th International Conference Media for Man, which occurred at our Pontifical University of John Paul II in Krakow on May 8, 2025. More than 20 speakers from eight countries presented their research findings during the conference. This year, Media for Man focused on the theme “Information Literacy Mindset.”

