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Editorial

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The range and nature of ethical issues examined today can often surprise us by their breadth or apparent incongruity. Phenomena that were not previously perceived in moral terms—such as the relationship between humans and technology, responsibility for the natural environment, or the ethics of digital communication—are increasingly becoming subjects of ethical reflection. However, upon brief consideration, this surprise should subside, since ethics encompasses a field of inquiry as diverse as human life itself.

As Alasdair MacIntyre observes, “it is impossible to speak of ethics apart from the social practices that give our actions meaning” (MacIntyre, 1981). This insight suggests that every new sphere of human activity—from science to popular culture—has the potential to generate new moral questions. Ethics, therefore, is not a fixed set of immutable norms but a dynamic process of reflecting on goodness and duty within a changing world.

Leszek Kołakowski similarly noted that “ethics begins where simple answers end,” implying that its subject matter includes not only obvious moral dilemmas but also situations that defy straightforward judgment (Kołakowski, 1997).

Ethics concerns everything that affects humanity and the surrounding world, as it pertains to human conduct in all its complexity: individual decisions, social relations, institutional structures, and the global challenges of civilization. In this sense, ethical reflection is an inseparable part of human existence—it accompanies us wherever choice, responsibility, and value arise. This diversity is also reflected in the current issue of our journal.

The first article, *Children’s experience with harmful content online*, presents the authors’ original research on children’s exposure to harmful online material. The study examines how such exposure correlates with two selected factors: emotional problems and the need for intense stimulation.

The second contribution, *Navigating the fake news landscape: Insights from a mixed-methods study in Brașov, Romania*, addresses the continuing social relevance of fake news. The research analyzes public perceptions of fake news and its influence on social life, combining quantitative survey data (n=155) with qualitative interviews conducted with experts from the Brașov region. A particularly valuable aspect of the article lies in its recommendations for policymakers and media professionals on maintaining information reliability.

The third article, by Dr. Barbara Pajchert, explores the theme of visual propaganda. In *The aesthetics of falsehood: The image as a tool of visual propaganda in the age of artificial intelligence*, the author analyzes how generative

artificial intelligence transforms the visual language of persuasion, using aesthetics to enhance the effectiveness of disinformation and to lend synthetic images a semblance of credibility.

The final article, by Marcin Czaba, titled *The city as narrative: Storytelling alternatives to place marketing in the age of VUCA and mediatization*, offers an original conceptualization of the modern city as a narrative ecosystem. Here, urban space is understood not as a brand or product to be promoted but as a dynamic field of meaning shaped by interaction, ritual, memory, and everyday practice. The analysis demonstrates how storytelling about the city can function as a tool for reconfiguring communities, relationships, and meanings within contemporary processes of spatial communication.

References

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