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Editorial

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The diversity of ethical issues in the media cannot be reduced to a simple catalogue of individual professional dilemmas or normative transgressions. It constitutes a dynamic and internally contradictory field of tension between universal ethical values, institutional interests, and changing technological and cultural conditions, which together shape communication practices in the contemporary public sphere. For this reason, in-depth theoretical reflection is required – one that not only systematises and conceptualises these phenomena, but also reveals their hidden axiological assumptions and long-term social consequences. The search for solutions to ethical problems in the media requires going beyond ad hoc regulations or individual responsibility and moving towards the construction of a coherent normative framework capable of engaging in critical dialogue with media practice and adapting to evolving forms of communication. The latest issue of our journal once again brings together a wide variety of articles, all connected by the title and mission of our publication. Each of them deals with topics related to the ethics of social communication.

The first article, by Anita Hegedűs and Bertalan Pusztai, entitled *Mediation of health discourse: A focus group study in Hungary*, addresses a topic of undeniable importance, as it highlights the dangers associated with misinformation, digital inequalities, and the commercialisation of health – all of which have a tangible impact on individuals' health-related decisions and the overall effectiveness of healthcare systems. The authors explore how both traditional and digital media influence perceptions of health and patient–doctor relationships, particularly in the context of the Internet and Web 2.0 as dominant sources of health information. By analysing the mediatisation of health discourse across three generations of Szeged residents, the study examines how young, middle-aged, and older adults perceive health, engage with media, and practise self-medication. Through qualitative focus group interviews, the authors investigate generational differences in health media consumption and varying degrees of scepticism towards information sources.

In his article *Film as a medium for communicating models of fatherhood: Selected examples*, Father Michał Legan analyses how contemporary cinema presents diverse models of fatherhood – from patriarchal to emotionally engaged – illustrating their impact on the characters' identities and family relationships. The study focuses on how film, as a medium particularly sensitive to the human psyche, conveys the metaphysics of the father's absence through image, rhythm, sound, and silence. The author uses a psychological-hermeneutic

method of film analysis, combining a close reading of selected works with a cultural and phenomenological perspective to show how cinema not only tells stories about fatherhood, but also enables audiences to experience it. This topic is undoubtedly of great social and cultural significance, as it touches upon the crisis of fatherhood, its symbolic absence, and the emotional consequences of that absence in the modern world.

In her article *Fact-checking as a quasi-media institution*, Klaudia Rosińska analyses the activities of the Demagog portal during the 2023 election year. She thus addresses the important topic of the role of fact-checking organisations within the media system and their impact on the quality of public debate. The subject of her research is not only the effectiveness of these institutions in combating disinformation, but also the risks of bias, confirmation effects, and cognitive mechanisms that may weaken the reception of corrections. The author treats fact-checking not only as a journalistic tool, but also as a socio-cognitive phenomenon with an ambiguous institutional status. The study employs qualitative content analysis of 599 false information cases, classifying the topics and argumentation strategies used in their refutation.

The final article approaches ethical issues from a historical perspective. In the article *The Polish Section of Vatican Radio, 1940–1941: Ethical and security challenges*, Paweł Rytel-Adrianik analyses the activity of the Polish section of Vatican Radio during World War II, emphasising its enormous importance as the voice of the Church in the face of the Polish nation's suffering and religious persecution. The discussion focuses on the ethical dilemmas and threats associated with broadcasting under occupation, especially in the context of political pressure and decisions to restrict programmes critical of the German authorities. The author takes a historical and communication approach, revealing mechanisms of self-censorship and editorial decision-making in the tension between the pastoral mission and the safety of listeners. Analysing the content of preserved transcripts of broadcasts from 1940–1941, he identifies shifts in tone, subject matter, and communication strategies of Vatican Radio towards Poland.

Finally, I would like to draw readers' attention to Kamila Rączy's review of Professor Paweł Urbaniak's monograph entitled *System odpowiedzialności mediów w Polsce na tle innych systemów medialnych (Media accountability systems in Poland compared with those in other countries)*. It is undoubtedly one of the most significant recent publications in the broad field of communication ethics. Its scholarly merits have been recognised by both the jury of the

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dr Paweł Stąpka Award of the National Broadcasting Council and the jury of the Award of the Committee on Social Communication and Media Sciences of the Polish Academy of Sciences.