



Sławomir Soczyński

 <https://orcid.org/0000-0002-2664-6833>

 slawomir.soczynski@upjp2.edu.pl

The Pontifical University of John Paul II in Krakow

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

Editorial

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Dear Readers,

we are pleased to present another issue of our journal. Although the articles published herein address a wide range of topics, they are united by profound thematic connections centred on communication, ethics, and the search for authenticity and identity. The authors consistently demonstrate that genuine communication is far more than the mere exchange of information; rather, it constitutes a space of encounter with another human being. Such an encounter is possible only through authenticity—that is, the courage to be oneself, sincerity toward one's own convictions, and the willingness to express them while respecting the dignity and perspective of others. A person who knows and remains faithful to their identity can engage in dialogue founded on trust, responsibility, and mutual respect.

The search for one's identity is not a closed or finite process but a continual discovery of oneself through relationships with others. Awareness of one's values, experiences, and beliefs provides the inner coherence necessary for honest communication, free from manipulation and pretence. Only an authentic person is capable of genuine dialogue, for they do not regard conversation as a means of domination or personal gain, but rather as an opportunity for mutual understanding and the building of community.

The contributions to this issue also emphasise the ethical dimension of communication. Words carry responsibility: they can build relationships, strengthen a sense of security and dignity, yet they can also wound, exclude, and deprive individuals of their subjectivity. Ethical communication therefore requires not only truthfulness but also empathy, attentive listening, and respect for differing opinions and experiences. Understood in this way, dialogue becomes an expression of recognition of the inherent dignity of every person, regardless of their beliefs, background, or life circumstances.

Authentic communication fosters the holistic development of the human person. Through dialogue we cultivate critical thinking, assume responsibility for our words, and become open to perspectives different from our own. Conversation grounded in truth and mutual respect enables us not only to understand others more deeply but also to gain a richer understanding of ourselves. In this sense, communication becomes a means of both personal and social development, leading to the formation of mature relationships and conscious participation in community life.

Authenticity and a well-formed identity constitute the foundation of meaningful communication. Only dialogue rooted in truth, responsibility,

and mutual respect can safeguard human dignity while promoting human flourishing. In a world increasingly dominated by superficial and hurried forms of interaction, this message acquires particular relevance, reminding us that the essence of communication lies not merely in transmitting information but in building relationships based on trust, understanding, and respect for the other.

The opening article, *The law of the gift, the meaning of life and its communication* by Kathryn Rombs, seeks to answer several fundamental questions: What differentiates human communication from non-human communication? What guides the human use of communication? What ethical considerations pertain to communication, and how do we determine or evaluate its proper use? The author explores the metaphysical foundations of communication, tracing the development of philosophical thought from antiquity to the present day. She discusses Aristotle's understanding of communication as a means of discovering truth and experiencing wonder, as well as Thomas Aquinas's emphasis on honesty as the cornerstone of a virtuous society. The central focus of the article is the thought of St. John Paul II, who defines communication as a "gift of self," the only path to authentic human fulfilment. According to the Pope, genuine dialogue is grounded in love and unconditional respect for the dignity of the person, protecting us from reducing others to mere objects. The article offers a philosophical response to the challenges of the digital age by arguing that the meaning of human existence is found in community built upon truth. Within this perspective, communication ceases to be merely a tool for survival and becomes the key to authentic human flourishing.

The second article, *The authenticity of influencers in communicating values: An analysis of Instagram profiles* by Joanna Urbaś, examines how influencers' authenticity affects the effectiveness of communicating values on social media, with particular emphasis on Instagram. The author investigates how commercial collaborations shape online communication, demonstrating that sponsored content frequently shifts attention away from deeper values toward product information and functional benefits. By contrast, organic content more often promotes ethical and aesthetic values, as well as the category of "being," thereby strengthening the creator's credibility. The study combines content analysis with survey research, revealing growing audience scepticism regarding the sincerity of promotional activities. The findings suggest that authenticity has become a strategic marketing asset, although its excessive

instrumentalization may paradoxically create a sense of artificiality. Overall, the article highlights the importance of consistency between influencers' private and professional lives in fostering consumer trust.

The third contribution, *Ethics of transparency: Comparative analysis of corporate and independent foundations in Poland* by Dana Boretska, examines the ethics of transparency and communication models among Polish foundations by comparing corporate foundations with independent non-governmental organisations. The author highlights the dynamic growth of the foundation sector in Poland and examines how organisational ties to business or civil society influence reporting standards. The findings demonstrate that corporate foundations exhibit higher levels of formal transparency, largely due to their access to professional resources and reputational pressures associated with corporate social responsibility (CSR) strategies. At the same time, the analysis suggests that although both types of organisations associate transparency with ethical conduct, their motivations differ, ranging from legitimacy-building to strengthening relationships with beneficiaries. The study emphasises that transparency has become a key factor in building public trust and advancing the professionalisation of the non-profit sector. It also introduces original research instruments, including the Transparency Index and the Ethical Orientation Index, designed to measure organisational reliability and ethical commitment.

The final article, *Paronomasia as an element of communication leading to the recovery of self-identity: A communicological-biblical study of Micah 1:10–16* by Joanna Nowińska, analyses paronomasia—a rhetorical device based on phonetic similarity—as a key communicative strategy in the Book of Micah. The author demonstrates that these sound-based wordplays originate in the oral tradition of ancient Israel and were intended to capture the audience's attention while strengthening the persuasive force of the prophetic message. Through a close reading of Micah 1:10–16, the article shows how literary associations between place names and their destinies confront the audience with its own moral failures. This interdisciplinary approach, combining biblical studies with communication research, reveals mechanisms through which the biblical text contributes to the restoration of both national and religious identity. Ultimately, paronomasia emerges not merely as a stylistic ornament but as a profound instrument of dialogue intended to foster inner transformation and the renewal of the human relationship with God.

On 20–21 May, Kraków hosted the 20th Jubilee Conference on Media Ethics, held under the theme The Value of the Media—Values in the Media. We warmly encourage our readers to explore the conference report included in this issue, documenting the most significant event organised by our research centre, which brought together scholars from across Poland.

