tains a great number of notes that play an important role, providing a wider background for the discussed questions and enhancing better understanding of the author's argument.

The substantive content and structure of the book, as well as its narrative qualities enable the reader to realize the complexity of the discussed questions, providing basic information and, what is even more important, provoking reflection (particularly with regard to the broadly understood effectiveness of citizens' online activity, including marketing actions undertaken on the Internet).

The usefulness of this kind of publication for discovering and understanding the mechanisms shaping behaviors of contemporary citizens seems undeniable. With no doubt, the book shall fill the empty space on the bookshelves of political scientists and media specialists. The work is provided with a rich and detailed bibliography (to a large extent composed of the most recent English-language literature), and the index of names, which is clear proof of the author's diligent research and erudition, at the same time constituting a valuable source base for young scientists in the subject.

A review of the book:

**Jacek Poniedziałek, *Postemigrational Creation of a Regional Identity. Study of Contemporary Meaning of Warmińskomazurski Region*,
Toruń: Wydawnictwo Adam Marszałek, 2011, pp. 435**

by Alfred Lutrzykowski

Jacek Poniedziałek's book is devoted to issues extremely important and current. Exploration of the social identity formation process, including a regional identity, has now a great importance not only from a cognitive point of view. Transformational changes in Poland after 1989 meant not only profound changes in the system of public authorities and the economic system. They also had a significant impact on the consciousness of Polish society and its attitude towards the state, power apparatus,

and the most important problems of collective life. Extremely important direction of changes in the public authority model became a more and more articulated desire for decentralization and deconcentration of unified and the indivisible sphere of state power so far. The road to this led, inter alia through the implementation of the idea of self-government (local government and other forms of government). Local government is an excellent solution because it is linked to the wide-

spread desire for democracy, pluralism and social empowerment. The importance of self-government is well illustrated by changes in the structure and functioning of the systems of public authorities after going to the second stage of political reform (1 January 1999). Appointment of county government (second level of local government administration in Poland) and self-government of voivodeship was a major breakthrough in this field. The network of new voivodeships (sixteen) has become the area for forming regions similar to the solutions adopted in the European Union. This is even reflected in the terminology of the Act on Self-Government at the Voivodeship Level (from 5 June 1998), indicating inhabitants of the region in general as a "regional self-governing community." The institutionalization of the process of constructing regions arouse a question out of necessity on the regional identity of this community.

The author of the reviewed work competently and convincingly shows a complicated sequence of events in the sphere of social consciousness (in the broad sense), which have taken place during the so-called real socialism, and after 1989, relating to the formation of the social identity of Warmia and Mazury inhabitants. He deals with the process of regional identity formation in a special way, which is identified with the identity of people – firstly with the District of Mazury, later with Olsztyn voivodeship and now with the Warmia-Mazury voivodeship established under the Act mentioned above. The period after the reform of the division of the country and

"local authorities and state administration" of the mid-1975 is rightly treated by the author as a time of destruction and a strong inhibition of the formation of regional identity of the inhabitants of the newly set up Olsztyn voivodeship, which was less spacious when compared to the previous one. The appearance on 1 January 1999 of Warmia-Mazury voivodeship has opened a new phase of the process of shaping the regional identity of its inhabitants.

The layout of the book is logical and coherent. The first two chapters and almost the entire third chapter constitute a theoretical matrix, which formulates a specific way the reflections contained in the remaining three chapters, which are exciting passages to read about the post-war history of Warmia and Mazury, reaching the events of the early twenty-first century.

In the body of the work there are two layers of clear narrative, interwoven and mutually complementary. The theoretical and model layer constitute a presentation of the achievements of modern sociology, in the extent strictly referring to the circumstances and nature of the process of the formation of social identity. These analytical and synthesizing considerations can be usefully regarded as a kind of compendium of sociological knowledge, and to some extent historical as well, concerning the development of social identity, in this region. The empirical layer constitutes a reliable, in some places brilliant study of real processes, events and lots of people who, after World War II found themselves in the areas referred to, not always strictly as Warmia and Mazury.

Observations and generalizations are cognitively and methodologically successful as well as the names proposed by the author that allow relatively precisely to define the characteristics of the studied phenomena.

The achievement of this effect was possible thanks to the bold recourse to research methods and techniques used in many scientific disciplines, and by reference to their achievements, which can be successfully used for description, explanation, and finally understanding the phenomenon of regional identity. This, however, involves a certain critical remark.

It should be regretted that the author did not reach even the output of Polish political science and jurisprudence relating to the development of territorial division and the postwar history of local government. A lawyer and a political scientist will be astounded because the author often uses colloquial terminology, incorrect naming acts or finally recall (as a source?) scientific studies instead of Official Gazette.

The author does not pay much importance to the role of law in shaping the social order. Yet the legal standards are universally applicable patterns of expected behavior of their addressees, i.e., of a single man as well as collective life in all its dimensions. The occurring journalistic phraseology is also striking, unsuitable for such a serious work.

Reading some of the parts of the book (e.g. chapters IV and VI) raises the impression that the processes described took place, and related only to the examined environments, as if there was no power and external (international) determinants of the fate of these lands. Appeal to the political background (ambience) is missing in these descriptions, which really existed and significantly affected the life of the examined population studied. In the last chapter the author, speaking sparingly of the bodies and institutions of local government voivodeship, did not dwell over the issue of their national and international cooperation with other units of local and regional government. And, I think, it is of considerable importance for the shaping of regional identity.

The book of Mr. Poniedziałek, despite the observations reported here, is his major scientific achievement. It is also an important and significant voice in the scientific discourse on regional identity, but it also concerns the problems of the Polish political system. Regions constitute particular spaces, which reveal significant problems today, future-defining of the role of nation-states, European integration (mainly the European Union) and the opportunities and threats for the development of civilization and cultural communities of our continent.