

Resumé

In the modern world, the media has become a part of the political system of each state. Print media have the ability to influence public opinion in different ways of manipulating with information. The media, as it turns out, is not only the servant for broader swath of the population, but also for different social groups and individual, which are often seeking for the greater political influence. The media activity brings serious socio-political and public implications, because the nature of the information directing at the public specifies the relationship to reality and forces the public to certain decisions, which could affect the social level of the individual, then the whole state.

Models, by which the editorial teams of newspapers *Gazeta Wyborcza* and *Savieckaja Belarussija* are leaded, are in many ways contradictory. In Belarus, as well as in the countries of the former USSR still remain preacher, agitator and propagandist for major political force. Polish newspaper *Gazeta Wyborcza* is the title of liberal democracy, which stands on other objectives, particularly on standards, how objectively and truthfully to inform the public.

Even if every media model, in which both of our newspapers are located, despite the strong and long tradition, are proning to succumb to manipulation of power. Belarus is in this aspect is more tendentious, especially towards concentration and one-sidedness, which is also a consequence of historical development.

While in the process of exploring comments on selected events was not found for both titles *Gazeta Wyborcza* and *Sovětskaja Bělorussija* submission of false information or fiction, in the Belarusian newspaper is determined by the lack of an alternative view. Other opinion from the state does not exist, as in the articles about the Eastern Partnership and the Polish Act.

Unlike the Belarusian newspaper, Polish one strive for clear, comprehensive information. As an example could be taken the Eastern Partnership project, Polish title serves not only view local character, but there are lost of news from the international media. *Gazeta* also avoided the Belarusian "disease" unimportant or less important information serving as lightning information with haughty severity level.

In the Belarusian newspaper, especially in the second part of the studied period, is missing non-state opinion, partly also because there is no relevant opinion opponent. According to the information of Belarusian Ministry is circulation *Sovětskaja Bělorussija* about 418,000 copies, and it is compared with the total copies of all private newspapers, will be smaller than newspaper circulation *Sovětskaja Bělorussija*. Polish media are media of competition. Besides

458,000 copies of Gazeta Wyborcza, there are more journals, which are same wide known and approximately with the same number of copies: Super Express (307,000 copies), Rzeczpospolita (177,000 copies), or a tabloid Fakt (609,000 copies).

Gazeta Wyborcza is an example, which refers to, how could achieve maximum of objectivity, which already missing in Belarusian newspaper, by the elementary observance of law and ethics. Newspaper is therefore self-sufficient from an economic point of view and does not need to manipulate with facts, in contrast to Belarusian media.