

Jan Kreft, dr, Uniwersytet Gdański
Media a transfer zaufania w warunkach kryzysu

³¹
Media and the trust transfer in times of economical crisis
Summary

In the time of crisis, trust becomes at least as important element, deciding about client – company relation, as financial and human capital. Its erosion or the danger of its erosion, especially in case of institutions carrying public trust (e.g. banks), is an occasion to introduce a question about the possibility of performing a certain “trust transfer”. In other words, it is an occasion to consider if trust can be bought and how the interdisciplinary conditions of such a transfer are determined by the media?