Summaries

Social Philosophy and the Polish Experiment
by Jan Zielonka

The article presents the political and social doctrine of Solidarnośč, the Polish Independent Trade Union. Based on the experiences with more than 30 years of communist system in Poland, a new, original vision of state and society was created. This vision, based on the idea of self-government, participation and self-management, has a great resemblance to the historical ideas of social anarchism, and could be included in the doctrinal current, called 'the anti-state collectivism'. Although this doctrinal origin was not recognized directly by Solidarnośč, a structural similarity exists between the Solidarnośč vision of the 'self-governing commonwealth' and this anti-state collectivist doctrinal current.

Welfare policy: a review of cross-national research
by L. B. van Snippenburg and J. W. Letterie

Cross-national research on welfare policy has taken on a momentum of its own; quite a number of empirical studies has been published in the last two decades or so. In this article an attempt is made to review most of the studies and findings in this area by focussing on the relative importance of economic and political factors as possible determinants of welfare policy. An indication of the strong points and shortcomings of this type of studies is given as well. The article is concluded by emphasizing the need for the development of more complex and dynamic theories.

Public communication campaigns
by F. W. Winkel

Public communication campaigns aiming at attitude or behavior change run the risk of yielding outcomes not wished for like boomerang and negative sideeffects. This study highlights the fact that effects contrary to the aims of the campaigndesigner are by no means limited in scope or in vigor. At a theoretical level a general framework is proposed that explicitly takes these effects into account. The agendasetting concept and cognitive response analysis constitute its core elements. Formative evaluation procedures are finally suggested as a means to shape campaignmessages properly and to anticipate undesirable campaign-outcomes.