

## **Television as a Health Value Carrier. World of Illusion – World without Health?**

### **Abstract**

Trying to evaluate contemporary messages from the media one can notice – in reference to the value of health – a comparison of positivist traditions and idealistic visions with contradictory standpoints and opinions. It is important to recognise and understand messages of consumer and pop cultures which reflect the pursuit of the world of illusions and dreams. In this world medical and scientific debates frequently blend with popular convictions and myths. It seems that individual and subjective concepts referring to health as a value are becoming decisive categories in designing the concept of freedom. Health, then, is a factor that enters “cultural flexibility” as an element of cultural pressure, connected with concrete physical and psychological results.

**Key words:** *health education, health, television.*

Health (understood as a lack of illness) is undeniably considered as one of the most important values by a major part of every society. It seems that this value – it can be identified with good, activity and well-being – has a universal character and appeals to most cultural systems created by humans. Health – as a value being the main factor determining attitudes and health behaviours – should be given a suitably high position in the hierarchy of demands and aspirations of every human being (Syrek E., 2000, 2008). Nevertheless, it should be pointed out, that on the one hand, health is a value that in social awareness is commonly recognised, understood and accepted, but on the other hand, (which we often experience ourselves) is not commonly respected. What can explain that kind of attitudes? K. Janicka (1990) remarks, appealing to human awareness, that there are two independent