

Образ адвокатів у польському суспільстві

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Співавтори статті представляють результати та інтерпретацію своїх ресурсів щодо сприйняття образу адвокатів у суспільстві. Вони намагаються описати образ типового польського адвоката. З метою інтерпретації, вони використовують психологічну теорію зародження образу в людській уяві та теорії громадських відносин про створення образу та вплив на нього. Вони порівнюють образ адвокатів з усталеним образом (зокрема, з етичними нормами).

Дослідження, проведене авторами зображає суспільно очікуваний образ адвокатів та той, що сприймається реально. Співавтори подають бажаний образ адвокатів. Перш за все, найважливішим для адвокатів мають бути благо клієнта та справедливість. Крім того, важливими для нього є честь та довіра. Можливість довіряти адвокату – це риса, пов'язана з турботою про добро клієнта, який прагне бути впевненим в адвокаті. Суспільство очікує від адвокатів чесності та діяльності на дотримання соціальних прав. Отож, адвокат не може бути егоїстом, він має доброзичливо ставитись до людей. Особистий інтерес та інтерес корпорації знаходяться дуже низько у переліку.

Образ адвоката в польському суспільстві – стереотипний та неіндивідуалізований. Типовий адвокат є егоїстом, зосередженим на особистій кар'єрі і матеріальних цінностях. В нього великі здібності, але він не використовує їх для роботи на користь суспільству, а радше для особистої вигоди.

Особливо важливим є те, що співавтори провели дослідження базуючись на роботах соціологів та теоретиків права. Цікавим є те, що ці результати можуть мати універсальне значення якщо інші суспільства сприймають адвокатів у подібний спосіб. Це широке поле для дискусій. Воно відкриває численні можливості для майбутніх досліджень. Проведення порівняльного дослідження є захоплюючою перспективою.

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Image of lawyers in polish society

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Lawyers are influential group in society. Their work is necessary for the Civil Society and the State under the Rule of Law can function well. Lawyers can realise their social tasks if the society trusts them. So, there must exist good communication inter lawyers and others citizens. The image is important element of this communication. The research in subject of lawyer's image let to know what people mean about lawyers. Co-authors present results and interpretation of their resources in the term of social perception of lawyers in Poland. The scores aren't positive. Image of lawyers is stereotypical and non-individualize. The society don't understand lawyers and lawyers don't know the needs of society. The paper includes the comparison of social demands and perception of lawyers. At the end, authors propose solutions for change the situation.

Keywords – image, social reliance, lawyer, public relations, law

Introduction

Lawyers are perceived as the profession of public reliance. They work in important for social life area, that is justice. Their profession is the manner of earning money not only but service. So they must have in mind not only economic efficiency, but also other values. They are appointed for defense and have to meet expectations, which are expressed in accordance with their work. Image is great importance, because it defines these expectations that are granted in that degree. If lawyers are to be estimated, they should be tied with their public functions. Their professional success depends their image.

I. Desirable image of lawyers

Though normative determination, who is lawyer, it does not suggest methodological difficulty. There exists problem how society perceives lawyers, and if these notions are identical. The legal professions, which are most often spontaneously mentioned are: judge (mentioned by 89,6% of researched), attorney at law (86,5%) and public prosecutor (74%).

In social comprehending, lawyer is the category rather typological than definitive. Typical lawyer is the person who works on judicial hall, in narrower captivation - process deputy. In this view the lawyers are not attributed to other roles, which can be fulfilled by them (e.g. debt collector, legal advisor). Weak Acquaintance of individual lawyers is connected with such imagination of legal contests. This incomplete apprehension of the role

of lawyer is connected with weak acquaintance of legal services market. Determined majority of Polish people (80%) don't joins name of office.

Among values, which should led lawyers can be mentioned in four-level scale, the highest estimates be received by Goods of client (average 3,54) and justice (3,48). The most important feature, which characterizes ideal lawyer is entity dignified confidence. Ninety one per cent of respondents sing this feature. A few less of researched (84%) consider that lawyer should be articulated and that they should make contact easy. Honesty has been placed on third place (81%). Resembling quantity of people (79%) recognized that lawyer should be composed and control emotions. Five features, which were assembled three fourth or fulfills voices is to help people (75%). That is curious, though respondents distinctly have recognized that lawyer should help people, it is less, because 67% has regard that lawyers should be disposed on helping people. Therefore, it is possible to conclude, that in opinion of respondents , helping people, isn't the main purpose of lawyer, though they should lead such activity. Normative adjustment has similar meaning. Features, that should led attorney at law, are defined in Poland § 8 of Code of lawyer ethics. Attorney at law should execute ever professional actions according to the fairest will and knowledge, with appropriate honesty, conscientiousness and ardor. Attorneys at law are held for operation – they have to bring up their professional qualifications permanently and aim to keep high professional competence.

II. Real image of lawyers

Real image of lawyers differs from desirable picture. One feature - Attitude on increment - has been indicated by determined majority of researched (91%). Feature, which has been indicated as the second - Entity possessed and control of emotion - has received about 27,5 percent indications less. There is a huge difference, especially, if we take heed of indications for next four features, from second (other) for fifth, percent are contained in partition 16,5 merely. In accordance with such structure of answer, there is no doubt, that Attitude on increment is basic feature attributed to lawyers. Estimations of legal services in the range of price, availability and quality create negative image of lawyers. On the one hand, price is evaluated as very high (at maximum 4, it has obtained average of results 3,53). On the other hand, quality (average 2,77) is not proportional to price. In this situation, the interpretation that long price is caused by rareness and hard availability of legal favor is possible. However, high estimation in the range of availability (3,32) contradicts such interpretation. Therefore, price is not manner of reduction of deficiency of supply.

Conclusion

Real image of lawyers is not positive in Poland. They are perceived as materialists guided by personal financial business. They are scarcely honest, and don't excite reliances confidence despite that they are conversant in order to act in favor of client forcefully. The abilities and knowledge, which they should use to take care of interest of client, is used (according resourced) in different purpose. Besides, in the eyes of societies, they act in favor of particular interests and on behalf of corporation before right of client. In the context of social expectations, their image is ineligible,. According to ethical principles and in case of conflict of interest, attorney at law among goods of (right of) client choose business of (right of) corporation, concede owing (should) in accordance with client priority principle of loyalty. Thus, lawyers should be opened on society and take actions, which could change this image. It should included in such operations for instance: research work, doors opened, actions of conceding of free advices, lectures opened for everybody. Concerning interpersonal ability of lawyers is also important to correct the communication with clients. Unfortunately, they are not provided with interpersonal communication in programs of legal studios. Also, society, should be better educated in law. Perhaps, this task is appointed to lawyers

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