

***The Role of the Internet in Shaping an Image of a PHA (Polish Hunting Association) Hunter***  
*The question is: not IF, but HOW ?*

Just as ages ago a primitive man made his first step in the tribal community information by presenting its achievements on caves' walls, the Internet, nowadays; may function as our contemporary wall; it has great possibilities of presenting our cultural achievements, creations of our imagination, thoughts, feelings, and observations. However, it is still like a poor fishing ground where organizational changes, as well as, managing manners need to be improved.

Internet is full of newly launched websites where hunting information is presented. Nevertheless, most of them include only chronicle or reporting information.

It seems that it is worth using possibility provided by this up-to-date communication device and make use of some instruments used in promotion and education of their participants, i.e. *multimedia presentations, contests and lotteries, specialised websites (portals and vortals), social networks, public relations, radio, and television.*

Paradox of contemporary world is that it is not so difficult to reach a broad group of people for whom there is no difference between the terms: hunting, venation, and hunt. Moreover, most of people are not aware of the correct idea that is presented by these three terms; the idea, in most cases is stereotypical, controlled by fierce opponents who do not know the reality of hunting but use cheap, media tricks, populism, and vogue manifested by celebrities.

But each coin has also its darker side. Internet, as a help in education and promotion of many positive, practical, and useful aspects, carries many dangers. Regrettably, Internet is not only an unlimited source of information, perfect way to communicate and work; it is also *spam*, auction fraudsters, pornography, or pop-up windows.

It is necessary to use the fact that Internet is a very useful tool in education: modern, easily and readily available, it makes work easier, it enables us to access diverse information; but it does not only educate: Internet develops our interests, broadens our horizons, and creates our imagination.

Internet is a perfect tool to support continuing education. A computer, in line with its features, may not only display a program to be learnt and supplement it with images, but also check its assimilation and understanding, set learning path, and keep necessary information of the learner. It is a form of self-education which shall develop and expand dynamically.

However, one has to remember that computers and Internet are not to substitute current forms of learning but expand them and make them more effective.

Since Polish Hunting Association has begun creating IT subsystem (system) called "System KŁ", it is crucial to create educational and promotional subsystem accessible via website with all of its technical environment; the system may be named "Education System" or "Hunting Promotion System". It shall be directed to all units of PHA, especially to all hunters and the entire society.

The subsystem shall comprise the following parts:

1. Education module;
2. Promotional module (creating culture and chronicle).

It seems that computer may be used as a teaching device which, in an extreme case, could replace a mentor.

There is one important conclusion: both, from the interested person's point of view, as well as from the perspective of practical observations, the best results are achieved only by mixed model where Internet is used for searching and acquiring information, whereas wise tutor, hunter – teacher helps in understanding the sense of these information. While experienced hunter – practitioner shows how to use it.

*Darz Bór!*

*May the forest reward you!*

*Jan Rokosz*

*About the Author:*

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