

**ONLINE CONFERENCE OF YOUNG SCIENTISTS
„MEDIA AND SOCIAL COMMUNICATION – THE 1ST EDITION.
CORONAVIRUS – CHALLENGES OF MODERN SOCIETY” (MAY 15–16, 2020).**

The conference, entitled „Media and Social Communication – 1st Edition. Coronavirus – Challenges of Modern Society” took place in an online form on May 15 and 16, 2020. Scientists from all over the country had the opportunity to share their analyses and research focused on the media and communication during the pandemic. The conference was organized by the Institute of Journalism, Media and Social Communication of the Jagiellonian University in Kraków, the Forum of Young Media and Communication Scientists and the “Com.press” journal, whose publisher is the Polish Communication Association and the Institute of Journalism, Media and Social Communication. Twelve panel sessions and one plenary session were held.

The conference was opened by Agnieszka Hess from the Jagiellonian University, Katarzyna Kopecka-Piech from the University of Wrocław, as well as Dominika Popielec and Krzysztof Marcinkiewicz, the editor-in-chief and editorial secretary of „Com.press”. The plenary session began with a speech by Monika Kaczmarek-Śliwińska from the University of Warsaw, who spoke about political communication in the times of coronavirus and the challenges faced by the media nowadays. The second speech during the plenary session, which emphasized the role of language during the pandemic, was a lecture by Małgorzata Majewska from the Jagiellonian University in Krakow.

On the first day of the conference, five panels (#1–5) were organized. Panel #1 focused on the media as an informer and interpreter of events. Researchers in this section emphasized the role of the mass media in crisis situations, such as COVID-19, when they are the main source of information for society. Bartłomiej Łódzki from the University of Wrocław spoke about the importance of news stations during a pandemic, Agnieszka Ptasik (Institute for Discourse and Dialogue) presented a paper on the bias of news services, Anita Kwiatkowska and Marlena Szyber (University of Warsaw, Institute for Discourse and Dialogue) focused on the main and side topics of Polish newscasts. Panel #2 concerned business communication strategies. The speakers emphasized the impact of the pandemic on business activities taken by various entities and the difficulties faced by the period of social isolation. Panel #3 was dedicated to disinformation and conspiracy theories. Presenters talked about topics such as fake news (Justyna Jabłońska,

University of Warsaw), the right to information and the difficulties in dealing with disinformation (Szymon Wigienka, Kazimierz Wielki University in Bydgoszcz). Panel #4 was devoted to social media – it was considered whether they are more helpful or harmful during a pandemic (Anna Gębalska-Bereks), how they are used by companies (Milena La Viet-Błaszczyk, University of Lodz) and public individuals combating the pandemic (Patrycja Cheba, Jagiellonian University in Krakow). Panel #5 was devoted to a religious perspective on the issue of the pandemic and was led by Krzysztof Marcinkiewicz (Jagiellonian University in Krakow).

The second day of the conference was divided into seven thematic panels (#6–12). The first (#6) concerned education during the isolation of societal lockdowns. Adam Czarnecki (Pomeranian University in Slupsk) spoke about teaching during a pandemic, Hubert Kuliński (University of Warsaw) presented sources of information about the functioning of the University during a pandemic and users' informational behaviour, Martyna Piechowska and Sylwia Romanowska (University of Bialystok) referred to the process of education in the digital space from the perspective of teachers and parents.

Panel #7 concerned the third sector during the pandemic, while #8 explored the analysis of content and discourse in the media, and #9 the changing media market. Panel #10, led by Maria Nowina Konopka (Jagiellonian University in Krakow), focused on political and legal media narrations. Jakub Kocjan (University of Warsaw) presented a paper on elections in the shadow of the pandemic, i.e., the impact of the pandemic on electoral law and practices in Poland, the United States and Bavaria. Panel #11 emphasized the importance of information in a discussion on the informatization of entities. Julia Synowska (Jagiellonian University in Krakow) spoke about online culture, i.e. the functioning of theaters, philharmonics and museums with the use of internet platforms, and Marcin Flis (University of Szczecin) talked about digitization of the public health system in the context of e-prescriptions. The conference closed with a panel (#12) on language and culture in the media, led by Sławomir Doległo (Jagiellonian University in Krakow). There was talk about the metaphors of the main editions of Polish newscasts (Agnieszka Wojtukiewicz, Warsaw School of Economics), the influence of language on shaping the audience's reality (Katarzyna Bień, Institute for Discourse and Dialogue) or the escapist function of cinema in a pandemic crisis (Joanna Najbor, Jagiellonian University in Krakow).

The conference pointed out that social and informational habits have changed during the pandemic. Both organizers and speakers agreed that this was only the beginning of the reflection on the impact of the pandemic on society and declared the continuation of their research in this area.

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