



Professor Walery Pisarek
(1931–2017)

In memoriam

On behalf of the editors of *Central European Journal of Communication* (CEJC) and members of the CEJC Editorial Board we express deep sadness over the passing away of Professor Walery Pisarek. We have lost our mentor, one of the leading Polish scholars, the most prominent media researcher and one of the first Polish scholars interested in language and communications. During his academic life and career Professor Walery Pisarek served as a role model for all of us; the great scientist who was always open for collaboration other colleagues and students, always acting in helpful and friendly ways.

Professor Walery Pisarek was one of the founders of the Polish Communication Association (PCA). In 2008 he received Honorary Membership of PCA for outstanding academic achievements and promotion of media research in Poland and other countries. Professor Pisarek served as a member of Editorial Board of *Central European Journal of Communication*. It was honour to build on His valued advice and knowledge.

Professor Walery Pisarek passed away November 5, 2017. He will be greatly missed.

Bogusława Dobek-Ostrowska and Michał Głowacki
Editors of *Central European Journal of Communication*

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Professor Walery Pisarek was a founding member of the Polish Communication Association and as first among distinguished media researchers became in 2008 Honorary Member of our Association. We were profoundly convinced of this commendation, because Professor had remarkable merit in rising and giving direction to media science in Poland, created bases of methodology, explicitly undertaking problems of changes in communication process. He also shared his didactic experience. He engaged in discussion about necessity of separate media science discipline, pointing potential research field. He was our Authority, and it means more than Senior. He had ability of speaking finely and arguing convincingly. He had his own opinion, but also was respectful for others' view. Humble and kind, He was giving us attention and concern. Right and noble, He never refused review or consultation requests. He always had time for Association, participating in numerous conferences and congresses. He supported community of media experts, kindly patronizing Association's research sections.

We accepted His loss with emotion and regret.

Iwona Hofman
President of the Polish Communication Association

Professor Walery Pisarek — the nestor of Polish media studies — died in Katowice on Sunday, November 5, 2017. Some fifteen minutes prior to giving a speech praising Jacek Bocheński, this year's winner of the "Ambassador of the Polish Language" prize — a heart attack ended the long, eighty-six year lifespan of the Professor. Professor Pisarek's life was full of trying experiences — during the 1950s, those people who founded underground organizations were cruelly treated by the communist authorities, and he was sentenced to work in the coal mines for several years. From 1958 (the start of his employment in the Ośrodek Badań Prasoznawczych (the Press Research Center), he was able to concentrate on a reliable, painstaking, and exceptionally fruitful academic research of the press.

He was the Chairman of the Council of the Polish Language at the presidium of the PAN (Polish Academy of Sciences) from 1996–2000 — and later he was Honorary Chairman. In the period of 1969–2001, he directed the Press Research Center, and from 1991–2012 he edited the *Zeszyte Prasoznawcze*, which in practice amounted to having a decisive influence on the development of this realm of research throughout Poland. He organized the basis for obtaining information and analyzing the content of the press in *Metoda analizy zawartości prasy* (Method of Analyzing the Content of the Press). He organized journalistic rhetoric in Poland in *Retoryka dziennikarska* (Journalistic Rhetoric) and *Nowa retoryka dziennikarska* (New Journalistic Rhetoric). He created press and quantitative linguistics in Poland *Frekwencja wyrazów w prasie. Wiadomości, komentarze i reportaże* (The Frequency of Words in the Press — News Commentary and Reporting). His work *Poznać prasę po nagłówkach* (Meet the Press Through the Headlines), concerning headlines and advertisements in the press from the 1960s is in fact the first analysis on this discourse in Poland. He also wrote the first modern handbook in Polish on communication studies — *Wstęp do nauki o komunikowaniu* (Introduction to Communication Studies).

In addition, these achievements were the result of several decades of strenuous empirical research conducted by the Professor. For years he itemized filing cards, tallied up results, and counted the number of words. In general, when we consider what we most esteem about the professor, it is our respect for this simple but often technical or mechanical work as well. The Professor managed to sum up, on his own, the results of an analysis of contents, proofread a text for *Zeszyty Prasoznawcze* and reedit a book for someone, because he couldn't imagine reading something without simultaneously correcting any error. And he wrote reviews as well — officially or unofficially — and he did this quite often, as he rarely refused his academic assistance to any young university students or employees.

The profession of being a scholar has various visages and representatives. Professor Pisarek was a model representative of academia. He never looked down upon any knowledge, and procedure, nor on any person, because he knew that

“everybody has a story” and hence, their own knowledge, which may be used to help others in some way. He also never divided people and their work “in advance” into those which are useful and useless. There simply wasn’t an iota of institutional pride in him. There was also nothing that he ever grew tired, that he wanted to take a rest, or to consider lowering the demands he set for himself.

Therefore, if one would like to clearly indicate the benefit which the young generation of academics gained from him, one could say outright — that it was the exceptionally rare, in practice, possibility of “being in contact with someone who was the ideal of a scholar and director”.

Wojciech Kajtoch
Editor of *Zeszyty Prasoznawcze*
Agnieszka Hess
Director of Institute of Journalism, Jagiellonian University in Cracow

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I belong to the generation which was lucky enough to be in the academic environment of the Professor Walery Pisarek. I can still find his signature in my students record book from the sixties in Katowice, when he taught me Polish grammar on the university course. At that time he was preparing in Katowice his doctoral dissertation on “The Headline of the press statement in the linguistic lighting”. He was able to explain awfully boring formulas and comment in such interesting context of funny examples of breaking language rules, that these seemingly unappealing classes were always full of students, who weren’t forced by the time-sheet. Over the years, it was in the seventies when the Professor’s oratorical talent in fighting for the correctness of expression in Polish language was recognized by all Poles watching his “*language chat*” on the “Studio 2” TV programme.

We — Poles — have entered the world’s media organizations as the Polish media environment mostly thanks to Professor. It was Him who has been paving our way to acquire contacts with world-class mass communication authorities. Having participated in several international conferences organized by the International Association for Mass Communication Research (IAMCR / AIERI) — a research organization affiliated to UNESCO, professor Walery Pisarek became an icon of Polish media in this organization. When I was at the X Congress of the IAMCR in Leicester (UK) in 1976, I was amazed to see how the Professor was surrounded and friendly-close with delegates-scientists from almost all over the world. He was there known as a fellow researcher, friend and a walking encyclopedia about the press markets not only in Poland. Not surprisingly he was elected at that time unanimously as the vice-president of the IAMCR and served until 1988. In the year of 1978 we jointly organized the XI IAMCR Congress in Warsaw, and without His wise advice and warnings against various conflict situations, this world conference

would not be rated as a Polish success. Nowadays, we can speak proudly of the serious development of the Polish media environment mostly thanks to the activity of Walery Pisarek here in Poland and in many international forums.

The Professor was never the member of the Polish United Workers' Party (PUWP), which ruled in all the spheres of life in the People's Republic of Poland. Nevertheless, since 1969 he was a long-time director of the Center for Media Studies at the RSW "Prasa-Książka-Ruch" — the publishing cooperative of PUWP. He was such an outstanding expert in the press market in Poland and in the world, also highly regarded for his objectivity, authority and expert in national and international mass communication research, that none of the academic/college PUWP members could not compare to him. The Professor had the talent to communicate with each and every person He met. By maintaining a gentleman's distance, He was able to imply that he respected everyone, even if he had completely different views and represented a different system of values. I also admired the Professor for his ability to control his own emotions and to professionally isolate the feelings of the great harm He encountered in Poland during the period of cruel Stalin's system. "I am running away from martyrdom" — He used to say when criminal themes of the post-war history of forming People's Republic of Poland appeared in the discussion.

"Whatever I do in life, I try to do it best" — this life motto of Professor Walery Pisarek is worth remembering too. Regardless of the personality of the magnificent Man like the Professor was.

Jerzy Olędzki
Professor of University of Cardinal Stefan Wyszyński in Warsaw