

The 10th Anniversary of the Polish Communication Association (PTKS)

Developments and Challenges of Media and Communication Studies in Poland

Wrocław, Poland, April 15–26, 2017



Photo: Participants of the Conference

In April 2017 Polish Communication Association (PCA) celebrated its 10th anniversary. The conference to summarize developments and map challenges for future research was organized in Wrocław. The choice of the city was not a coincidence. PCA was founded in Wrocław; its members agreed that there's no better place to celebrate and to discuss the future of the association.

PCA was established by 38 scientists who agreed that it was absolutely essential in order to properly function and develop in their field. In 2007 association had 46 members and in 2016, after nine years, this number was noticeably higher – 241 scientists from all over the country and abroad (honorary members) decided to work together. All the members meet regularly during congresses every three years. The association is also well known abroad from its cooperation with International Communication Association (ICA) and being the initiator of the Central and Eastern European Communication and Media conference. PCA is also the publisher of *Central European Journal of Communication*.

A two-day conference (April 25–26, 2017) took place at the University of Wrocław Library, Institute of Journalism and Social Communication and the Institute of Political Science (University of Wrocław). During numerous panel sessions the participants discussed not only past achievements and present trends in media, journalism or communication studies, but also talked about the future of those fields and the place of media studies in relation with other disciplines. The conference gathered approx. 200 participants from Poland. Among the keynote speakers were also colleagues from other countries – Marian Berezhnaya (Russia), Svetlana Bodrunova (Russia), Bogusława Dobek-Ostrowska (Poland), Sergey Korkonosenko (Russia), Natalia Milewska (Romania), Svetlana Pasti (Finland), Eva Połońska-Kimunguyi (UK), Lilia Raycheva (Bulgaria), Anda Rožukalne (Latvia), Gabriella Szabó (Hungary) and Jaromir Volek (Czech Republic).



Photo: Professor Walery Pisarek among the organizers of the Conference — Sandra Wolna, Julia Trzcińska, Róża Smolak, Lucyna Szot, Paulina Barczyszyn-Madziarz, Waldemar Sobera, Mateusz Bartoszewicz

It was one of the last occasions to meet the First Honorary Member of the Polish Communication Association, our mentor — Professor Walery Pisarek.

The anniversary was also a perfect occasion to spend time in less formal occasions such as the dinner after the first day of the conference, as well as other meetings in smaller groups, that proved right the thesis that Wrocław is indeed a meeting place!

Text: Julia Trzcińska Photo: Waldemar Sobera

The 67th Annual International Communication Association (ICA) Conference

Interventions: Communication Research and Practice

San Diego, USA, May 25–29, 2017



Photo: The participants of the panel: Agnieszka Hess, Agnieszka Stępińska, Dorota Piontek, Paweł Surowiec, Sven Engesser, Václav Štětka, Frank Essser

The Polish Communication Association (PCA) organized a panel “(New) Media and Political Communication in Europe” during the 67th Annual meeting of ICA in San Diego. The

goal of that panel was to bring together a wide range of scholars from several European countries to draw a picture of contemporary trends in political communication, in particular populist political communication. The panelists presented their empirical studies on: (1) the ways in which political parties in hybrid media systems use social media as mobilization platforms for political participation among its citizenry, (2) the news media depiction of the various political parties' electoral proposals and of the political attitudes of protest, (3) amount of attention paid by the media to populist political parties, and (4) a relation between the politicians' self-presentation on social media and their image created by the journalists. Overall, the panel provided an opportunity to discuss theoretical and methodological approaches toward populist political communication in the era of online media. The PCA session was chaired by Dorota Piontek. In her opening speech, Dorota Piontek introduced activities of the PCA and presented the latest issue of *Central European Journal of Communication*.

The first paper was presented by Václav Štětka from Loughborough University (United Kingdom) and Paweł Surowiec from Bournemouth University (United Kingdom). The paper included results of the analysis of the digitally-stored Facebook data from the 2013 Czech and the 2015 Polish parliamentary election campaigns. The comparative design of this study enabled to capture similarities and differences of campaigns to better understand how political parties in consolidating democracies adopt and adapt to hybridized election settings. Agnieszka Stępińska from Adam Mickiewicz University (Poland), Dorota Piontek Adam Mickiewicz University (Poland), and Agnieszka Hess from Jagiellonian University (Poland) shared their findings on media visibility and (new) media activity of populist political actors in Poland. The paper collected and compared data on traditional media coverage and social media activities of Paweł Kukiz and Janusz Korwin-Mikke. Through content analysis the paper examined a relation between the politicians' self-presentation and their image created by the journalists. Susana Salgado from University of Lisbon (Portugal) examined the political parties' communication and the media coverage of the 2015 national election in Portugal, the first election in the aftermath of the Euro Crisis. Through content analysis, the paper looked at the news media (television, online newspapers, and print media) depiction of the various political parties' electoral proposals and of the political attitudes of protest, and investigated how immune electoral political communication is to populist discourses. The panel continued with presentation by Sven Engesser from University of Zurich (Switzerland). The Author provided a review on the scattered literature on online populism and presented an integrative theoretical framework. He looked at commonalities between the logic of populism and the logic of online media and further mapped areas for future research.

After all the presentations Frank Esser from University of Zurich (Switzerland), who served as session respondent, shared his comments and suggestions on both the results and the methodology of the presented studies.

Text and photo: Agnieszka Stępińska

10th Central and Eastern European Communication and Media (CEECOM) Conference

Critique of/at/on periphery?

Ljubljana, Slovenia, June 15–17, 2017



Photo: Bogusława Dobek-Ostrowska and Elena Johansson

to the multifaceted nature of the periphery which was the subject of the 10th CEECOM conference.

Overall, 16 panel sessions and two plenary sessions were organized. The conference participants were welcomed during the opening session by the Dean of the Faculty Social Sciences — Rado Bohnic, the Conference Chair and ECREA President — Ilija Tomanic Trivundza as well as the representative of ECREA CEE Network — Zrinjka Perusko. Zlatan Krajina from the University of Zagreb (Croatia) presented his research e *Why Periphery Matters: The Shifting Visibility of the Balkans and the Articulation of Crisis in Europe*. The second plenary session took place on Friday. It was dedicated to populism and its connection with the media. John Downey from the Loughborough University (UK) presented his research about the *Populism in and by the media in the UK's EU Referendum*.

The 16 panel sessions were different in character and research topics, including *Journalistic identities and practices in flux*; *Media industries and digital technologies – a critique*; *Law and policy — a view from periphery*; *Political communication — critical notes from the periphery*; or *The good, the bad and the ugly: exposing audiences and political critique*. Particular attention should be paid to panels *Exploring interaction between prime ministers and the media in Finland, Lithuania, Poland and Sweden* and “*Invested*” *journalism, partisanship and propaganda*, where scientists from the University of Wrocław presented their research.

The 10th conference of CEECom in Ljubljana was dedicated to discussions on the periphery and its criticism in the areas of communications and media. Over 50 researchers from Central and Eastern Europe discussed geopolitical, economic, social and ideological dimensions. It is worth mentioning that approx. 20 percent of conference participants were researchers from Poland. Organizers of the conference pointed out that CEE could be considered as a periphery of media and communication studies. This might be due to the fact that topics discussed in CEE countries are mostly related to new or poorly researched issues. Therefore, the opportunity to present them during the conference seemed to be crucial. Moreover, the scientists have been underlining the role of critical studies. It seems that it was possible to draw attention

During the panel “*Invested*” *journalism, partisanship and propaganda* participants discussed the media coverage of the crisis in Ukraine by Polish, Ukrainian and Czech media.

Conference participants had the opportunity to take part in a special workshop entitled *Mapping research funding in CEE* that was organized by ECREA. The purpose of the workshop was to identify the ways in which research initiatives in the region are being funded. Another interesting event that took place in a form of a roundtable. The discussion *Exhibiting the political: Criticality, visibility and state power* was initiated by the Slovene Communication Association. The meeting was moderated by Ilija Tomanic Trivundza. It was attended by both media (newspaper *Memorandum*, newspaper *Vecer*) and science representatives (Educational Research Institute; Institute for Strategic Solutions).

Text: Róża Smolak Photo: Jacek Nożewski

10 Years of Central and Eastern European Communication and Media (CEECom) Conferences

Conferences CEECom — meetings of researchers from Central and Eastern Europe

Year	Meeting	Place	Conference subject
2008	1 Forum	Książ Castle (Poland)	1 st Polish-Czech-Slovak Forum of Political and Communication Sciences
2009	2 Conference	Brno-Telcz (Czech Republic)	Channels of Transition
2010	3 Conference	Bratislava (Slovakia)	Media in Crisis. Crisis in Media
2011	4 Forum	Cracow (Poland)	Convergence: Media in Future, Future in Media
2012	5 CEECom	Prague (Czech Republic)	Media Power and Empowerment
2013	6 CEECom	Kaunas (Lithuania)	Liquidity, Fragmentation, and Individualization in the Mediascape
2014	7 CEECom	Wroclaw (Poland)	Changing Media and Democracy: 25 Years of Media Freedom and Public Sphere in Central and East Europe
2015	8 CEECom	Zagreb (Croatia)	The Digital Media Challenge
2016	9 CEECom	Tartu (Estonia)	Media and Communication Studies: Bridging Disciplines, Bridging Countries
2017	10 CEECom	Ljubljana (Slovenia)	Critique of/at/on Periphery?
2018	11 CEECom	Szeged (Hungary)	Communicative Space – Political Space

The Polish Communication Association organized the 1st Polish-Czech-Slovak Forum of Political and Communication Sciences in Książ Castle (Poland) 10 years ago in 2008. The next meetings of scholars from Czech Republic, Poland, and Slovakia took place in Brno-Telcz (Czech Republic) in 2009 and Bratislava (Slovakia) in 2010. The 4th Forum was organized in Cracow (Poland) in 2011. Consortium of Central and Eastern European

Communication and Media (CEECOM) was established during the 5th conference in 2012 in Prague (Czech Republic). The main aim of consortium is to integrate researchers in all region and to organize annual conferences. Since the creation of the consortium, CEECom conferences have been held in Kaunas (Lithuania) in 2013, Wroclaw (Poland) in 2014, Zagreb (Croatia) in 2015, Tartu (Estonia) in 2016 and Ljubljana (Slovenia) in 2017. The next conference will take place in Szeged in Hungary in 2018.

Text: Róza Smolak

Call for Panels and Papers



Submitting a “closed”

Panel proposals of maximum 500 words should panel proposal include the rationale and title of proposed panel, name, email, and affiliation of the Chair/Moderator and up to five members of the panel, and brief abstracts (maximum 250 words) for each participant’s contribution. Please include names, emails and affiliations of panel participants in the same entry with their contributions.

Call for “closed” panels ends on 30th November, 2017. The notification of acceptance will be sent until 10th December, 2017.

Submitting an “open” panel proposal

Panel proposals of maximum 500 words should include the rationale and title of proposed panel, name, email, and affiliation of the Chair/Moderator. Note that, “open” panels do not include participants. Participants can apply to panels from 15th December, 2017.

Call for “open” panels ends on 30th November, 2017. The notification of acceptance will be sent until 10th December, 2017.

Submitting a paper

Individual paper proposals addressed to one of the proposed topics or panels could mention the title of the desired panel (other topics regarding CEE issues and/or beyond communicative or political space are welcomed.) Abstracts (maximum 250 words) will be evaluated by one member of the Scientific Committee.

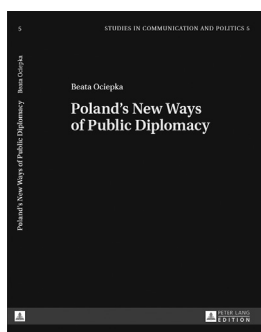
Call for papers starts on 15th December, 2017 and ends on 20th January, 2018. The notification of acceptance will be sent until 15th February, 2018.

The submitting page for papers will be available here from 15th December, 2017.

<http://ceecom2018.hu/>

<https://www.facebook.com/CEECOM2018/>

HOT OFF THE PRESS
Series: *Studies in Communication and Politics 5*
Peter Lang Publishing 2017
Poland's New Ways of Public Diplomacy
By Beata Ociepka



This book analyzes when and how Poland implemented public diplomacy. The author explains it as a form of external political communication of governments conducted in cooperation with non-state actors to position the country internationally. The Polish case illustrates how a mid-size country in Europe attempts to impact the public opinion formation abroad while implementing soft power tools. Since 2004, when Poland joined the EU, the country has used public diplomacy to inform the world about its achievements. Poland's public diplomacy has been strongly oriented on Europe and shaped by geopolitics. It integrated transmission and network models of communication.

The Polish model reflects the relevance of public diplomacy domestic dimension and the focus on foreign politics on memory.

Series: *Komunikowanie i Media /*
Communication and Media 25
Wydawnictwo University of Wroclaw Press, 2017
Quantitative and Qualitative Methods
in Communication Studies
Edited by Bogusława Dobek-Ostrowska and Waldemar Sobera



The book is dedicated to the role of different methods in communication studies. The authors present used by them quantitative, qualitative and hybrid research methods, such as quantitative and qualitative content analysis, the Social Network Analysis, critical discourse analysis, the Manifesto Research Group method.