



Polish Communication
Association



UNIwersytet Gdański

International Conference organized by
the Polish Communication Association and the University of Gdańsk
Gdańsk, 14-15 September, 2012

MATTERS OF JOURNALISM: UNDERSTANDING PROFESSIONAL CHALLENGES AND DILEMMAS



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CALL FOR PAPERS

III Congress of the Polish Communication Association	
“Mediatization of life, culture, politics”	
Cracow, September 26-28, 2013	27
“Central European Journal of Communication”	
No 2 (11) Fall 2013	28





THE POLISH COMMUNICATION ASSOCIATION (PCA)

The Polish Communication Association (PCA) was launched during the General Meeting of the Founders on 22 April 2007 in Wrocław (Poland). Among the goals of the PCA one may find integration of diversified research environment with media/communication practitioners and cooperation with social science associations in Poland and abroad. The Polish Communication Association is a member of the International Federation of Communication Associations (IFCA) and the International Communication Association (ICA), European Communication Research and Education Association (ECREA), Central and Eastern Communication Network. The PCA was a founder of an annual Central European Forum in 2008, Central & East European Communication and Media Conference from 2012. One of the main priorities of PCA was to undertake efforts to transformed media and communication studies into an independent scientific discipline in Poland. This goal was successfully achieved in 2011.

■ Authorities

Executive Committee (2010-2013)

President

Prof. Bogusława Dobek-Ostrowska
University of Wrocław
boguslawa.dobek@ptks.pl

Vice-President

Prof. Iwona Hofman
Maria Curie-Skłodowska University in Lublin
iwona.hofman@ptks.pl

Prof. Michał Drożdż

The Pontifical University of John Paul II in Cracow
michal.drozd@ptks.pl

Prof. Małgorzata Lisowska-Magdżiarz

malgorzata.lisowska@ptks.pl

Prof. Jerzy Olędzki

University of Warsaw
jerzy.oledzki@ptks.pl

Prof. Zbigniew Oniszcuk

Silesian University in Katowice
zbigniew.oniszcuk@ptks.pl

Dr Agnieszka Stępińska

Adam Mickiewicz University in Poznań
agnieszka.stepinska@ptks.pl

Secretary

Paweł Baranowski, University of Wrocław
office@ptks.pl

The Revision Committee

Dr Dorota Piontek, Adam Mickiewicz University of Poznań, dorota.piontek@ptks.pl

Prof. Ignacy Fiut, Akademia Górniczo-Hutnicza in Cracow, ignacy.fiut@ptks.pl

Dr Bartłomiej Łódzki, University of Lower Silesia in Wrocław, bartlomiej.lodzki@ptks.pl

Prof. Stanisław Michalczyk, Silesian University in Katowice, stanislaw.michalczyk@ptks.pl

Prof. Teresa Sławińska, Jagiellonian University in Cracow, teresa.slawinska@ptks.pl

■ Research sections

The Polish Communication Association works through 23 different research sections. Research sections are responsible for organizing regular meetings and discussing the development of media and communication science in the specific areas.

Section	Chair	Contact
Anthropology of Communication	Prof. Beata Sierocka	beata.sierocka@dswe.pl
Instructional & Developmental Communication	Prof. Wojciech Skrzydlewski	wojciech.skrzydlewski@ptks.pl
Media Economics and Management	Prof. Tadeusz Kowalski	t.s.kowalski@uw.edu.pl
Philosophy of Communication	Prof. Ignacy Fiut	isfiut@uci.agh.edu.pl
Media History	Prof. Rafał Habielski	r.habielski@acn.waw.pl
Health Communication	Dr. Barbara Jacennik	jacennik@vizja.pl
Interpersonal Communication	Dr. Katarzyna Wiejak	k.wiejak@wp.pl
Language Interaction	Prof. Janina Frasz	frasz@uni.wroc.pl
Mass Communication	Prof. Katarzyna Pokorna-Ignatowicz	katarzyna.pokorna@ptks.pl
Intercultural Communication	Prof. Jerzy Mikułowski-Pomorski	mikuloj@ae.krakow.pl
International Communication	Prof. Zbigniew Oniszczyk	zbigniew.oniszczyk@ptks.pl
Political Communication	Prof. Piotr Pawełczyk	naram@poczta.onet.pl
Visual Studies	Prof. Piotr Francuz	francuz@ptks.pl
Popular Communication	Dr. Małgorzata Lisowska-Magdziarz	lisowska63@wp.pl
Communication & Technology	Prof. Stanisław Jędrzejewski	radiotak@kul.lublin.pl
Media and Communication Policy	Prof. Danuta Waniek	danuta.waniek@neostrada.pl
Communication Law & Policy	Prof. Iwona Hofman	iwona.hofman@ptks.pl
Public Relations	Prof. Jerzy Ołędzki	j.oledzki@uw.edu.pl
Advertising	Prof. Wanda Patrzalek	wpatrzalek@uni.wroc.pl
Gender Studies	Dr. Magdalena Dąbrowska	magdadabr@op.pl
Journalism Studies	Prof. Iwona Hofman	iwona.hofman@ptks.pl
Communication Ethics	Prof. Michał Drożdż	mdrozd@rdn.pl
Local Media	Prof. Stanisław Michalczyk	michalczykst@op.pl

■ Contact

POLISH COMMUNICATION ASSOCIATION

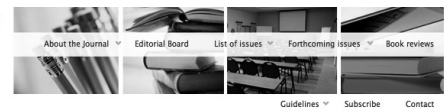
ul. Koszarowa 3, 51-149 Wrocław,
Phone: + 48 71 375 50 69, Mobile Phone: + 48 669 614 033
E-mail : office@ptks.pl, www.ptks.pl

The Polish Communication Association Online

The most current information on the activities undertaken by the Polish Communication Association may be found on the official website of PCA and its official journal "Central European Journal of Communication". In addition, the official account of the PCA and "CEJC" was created on the social network Facebook.



Central European
Journal of
Communication



Volume 2, No 1 (2) Spring 2009

IMPACT OF EUROPEAN INTEGRATION AND EU ENTRY ON THE MEDIA AND MEDIA POLICY IN "NEW EUROPE"

Guest Editor: Karol Jakubowicz

Table of contents:

Introduction: The Highways and Byways of "Europeanization" in the Media (Karol Jakubowicz)

- Full Text (PDF)

The influence of the Council of Europe and other European institutions on the media law system in post-Soviet states (Andrei Richter)

- Full Text (PDF)

Rubarian media policy and law: How much Europeanization? (Nelly Demoussé)

Search

List of issues

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The official website
of The Polish Communication Association: www.ptks.pl

The official website of "Central European Journal of
Communication":
www.cejc.ptks.pl



Facebook account of The Polish Communication Association and
"Central European Journal of Communication":

www.facebook.com/cejcptks

THE OFFICIAL JOURNAL OF PCA "Central European Journal of Communication"

Editor: Bogusława Dobek-Ostrowska, University of Wrocław: boguslawa.dobek@ptks.pl

Associate Editor: Michał Głowacki, University of Warsaw: journal@ptks.pl

Book Reviews Editor: Dorota Piontek, Adam Mickiewicz University in Poznań: reviews@ptks.pl



"Central European Journal of Communication" (ISSN 1899-5101)
– the official Journal of the Polish Communication Association
is published twice a year by the University of Wrocław Press.

The refereed journal provides an international forum for empirical, critical and interpretative, quantitative and qualitative research examining the role of communication in Central Europe and today's world. The journal welcomes high quality research and analysis from diverse theoretical and methodological approaches, as well as reviews of publications and publishes notes on a wide range of literature on media and communication studies. Submission of original articles is open to all researchers interested in different fields of media and communication studies.

Mission

“Central European Journal of Communication” was launched in 2008. The idea was to create a referred journal to act as an international forum for contributions examining the role of communication from all theoretical, empirical and critical perspectives and using all forms of inquiry. The aim of “Central European Journal of Communication” is to emphasize the growing importance of media and communication science and research in Central and Eastern Europe. In line with this, it also aims at promoting research conducted in this part of the world and further building a ‘bridge’ between media and communication scholars from West and East.

Guest Editors

Nine issues of “Central European Journal of Communication” have been published so far. Publications have been dedicated to different disciplines in contemporary media and communication studies and have been prepared with the help of experts, serving as Guest Editors. For instance, papers submitted for the volume entitled “Impact of European Integration and EU Entry on Media and Media Policy in New Europe” (Spring 2009) were selected and evaluated by Karol Jakubowicz – the Chairman of the Intergovernmental Council Information for All Programme at UNESCO. Moreover, Wayne Wanta (University of Florida) and Bartłomiej Łódzki (University of Lower Silesia) – experts on empirical studies in contemporary media approaches served as Guest Editors for the issue related to development of Agenda-setting theory and research. In addition, Spring issues of 2010 and 2011 were created with the help from Lars Nord (Mid Sweden University) and Jerzy Olędzki (University of Warsaw) accordingly. The issue on the impact of new technologies to political communication and election campaigns (Fall 2011) was co-edited with Barbara Pfetsch (Free University of Berlin). The Spring 2012 issue was prepared with Aukse Balčytienė from Vytautas Magnus University in Kaunas. Finally, Epp Lauk (University of Jyväskylä) and Michał Kuś (University of Wrocław) are the editors of the current issue Fall 2012 dedicated to “Media Accountability – Between Tradition and Innovation”.

Central European Journal of Communication	Editor(s) and/or Guest Editor(s)	Area(s) of study
Volume 1, No 1, Fall 2008	Michał Jacuński	Open Call: Comparative Media Systems
Volume 2, No 1 (2), Spring 2009	Karol Jakubowicz	Special Issue: Impact of European Integration and EU Entry on the Media and Media Policy in “New Europe”
Volume 2, No 2 (3), Fall 2009	Bogusława Dobek-Ostrowska	Special Issue: “Political Campaigns Communication in Different Media Systems”
Volume 3, No 1 (4), Spring 2010	Michał Głowacki and Lars Nord	Special Issue: “Public Service Media on the Baltic: The Role of the State in Central and Northern European Media Systems”
Volume 3, No 2 (5), Fall 2010	Wayne Wanta and Bartłomiej Łódzki	Special Issue: “Development of Agenda-setting Theory and Research”
Volume 4, No 1 (6), Spring 2011	Michał Głowacki and Jerzy Olędzki	Special Issue: “The Role and Functions of Public Relations in Contemporary Society: OR Between Service for Public and an Organization”
Volume 4, No 2 (7) Fall 2011	Bogusława Dobek-Ostrowska and Barbara Pfetsch	Special Issue: “Political Communication in the Era of New Technologies”
Volume 5, No 1 (8) Spring 2012	Michał Głowacki and Aukse Balčytienė	Open Call: How to Approach Change in Modern Communications
Volume 5, No 2 (9), Fall 2012	Epp Lauk and Michał Kuś	Special Issue: “Media Accountability” – Between Tradition and Innovation”

The process of review

Preliminary selection of submitted manuscripts by Editor(s) and/or Guest Editor(s)

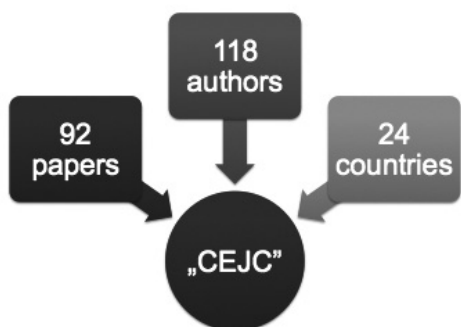
External blind reviews prepared by experts in a given discipline

Decision on acceptance or rejection

Each article submitted for publication in “Central European Journal of Communication” is peer-reviewed. Each paper is reviewed by at least two external experts in a given media and communication discipline from Poland and other countries.

The process of review has two main stages. During the first phase, decisions on acceptance or rejection are being made

by Editor(s) and/or Guest Editor(s) of the issue. At this stage both Editor(s) and/or Guest Editor(s) may not accept papers that have not been prepared in accordance to Central European Journal of Communication style and manuscript or have not been dedicated to studies on media and communication. In the second phase manuscript accepted by Editor(s) and/or Guest Editor(s) are circulated to two or more external referees – specialists in a given media and communication discipline. On the basis of collected reviews the decision on acceptance or rejection is being made by Editor(s) and/or Guest Editor(s) of a given issue.



Authors

A total of 92 papers prepared by 118 authors from 24 different countries have published in “Central European Journal of Communication” so far.

The role of promotion

Editorial team of “Central European Journal of Communication” has undertaken different kinds of activities to promote and advertise the publication during several meetings and conferences in Europe and beyond. In addition, information related to publications are published on the official “Central European Journal of Communication” account created on Facebook. Call for papers and information on the forthcoming issues are also circulated among the members of the European Communication Research and Education Association (ECREA), the International Communication Association (ICA), The International Federation of Communication Associations (IFCA) as well as the Polish Communication Association (PCA).

Distribution

“Central European Journal of Communication” can be ordered by e-mail: marketing@wuwr.com.pl. One year after publication, each issue of Central European Journal of Communication is made freely accessible on the official website: www.cejc.ptks.pl

PCA CONGRESSES

Congresses of the Polish Communication Association are one of the most important activities of the members of Association.



2008: The I Congress of the PCA organized in Wrocław (September 15-17, 2008) was dedicated to empirical and critical traditions in media and communication research (“Kreowanie komunikowania: zawartość kontrola, krytyka”), 300 participants.

2010: The II Congress of the PCA organized in Lublin (September 15-17, 2010) was devoted the autonomy of communication science in Poland (“Autonomia nauki o komunikowaniu”), 350 participants.

Photos: Posters advertising National Congresses organized by the Polish Communication Association.

PCA CONFERENCES

Polish Communication Association has been the organizer and co-organizer of several international scientific conferences on different issues in media and communication studies.

2008: The I Central European Forum on Political and Communication Science (Książ Castle, April 10-12, 2008)

2009: *The Development of Agenda-setting Theory and Research* (Wrocław, November 22-24, 2009),

2011: The IV Central European Communication Forum *Convergence: Media in Future. Future in Media* (Cracow, May 5-7, 2011)

2011: *Political Communication in the Era of New Technologies* (Warsaw, September 22-23, 2011)



Photos: Posters advertising international conferences organized and/or co-organized by the Polish Communication Association

PCA AND ICA

Since 2009 the Polish Communication Association has been a member of the International Communication Association and has organized every year a session during the ICA annual conferences:

2009, Chicago: *Thirty Years of Free Media and Public Sphere in Central Europe*

2010, Singapore: *Polish Electoral Campaigns and Political Communication in Comparative Perspective*

2011, Boston: *Back to Planet Earth (or Society): Public Relations and Social Media*

2012, Phoenix: *Journalistic Professionalism Around the Baltic*

Ph.D. DISSERTATION AWARD OF PCA

Every year the Polish Communication Association awards the Best Ph.D. Dissertation in the Field of Communication Science. The objective of the Contest is recognizing the most interesting Ph.D. dissertations in the field of communication science defended at public and non-public academic institutions in Poland, and thus promoting them in the form of publication.

Teresa Sławińska (Jagiellonian University in Cracow) was the winner of The first edition of the Ph.D. Dissertation Award 2008.



Wrocław 2009 Dr Teresa Sławińska and Prof. Maxwell McCombs

Sławomir Czapnik (University of Wrocław) was granted in The Ph.D. Dissertation Award 2009.



Lublin 2010 Dr Sławomir Czapnik and Prof. David Weaver

Agnieszka Turska-Kawa (University of Silesia in Katowice) was granted the Ph.D. Dissertation Award in 2011.



Warsaw 2011 Dr Agnieszka Turska-Kawa

HONORARY MEMBERSHIP

In accordance to its Statute, the Polish Communication Association may provide the awards in the form of honorary membership for outstanding scientific achievements and contribution to the promotion and development of research in the field of communication and media. So far honorary memberships of the Polish Communication Association have been granted to



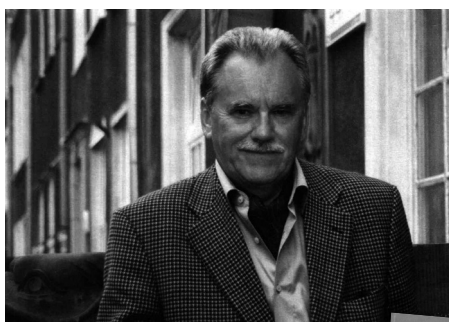
Prof. Walery Pisarek (2008)
 Prof. Wolfgang Donsbach (2008)
 Prof. Jerzy Mikułowski-Pomorski (2008)
 Prof. Tomasz Goban-Klas (2010)
 Prof. Wayne Wanta (2010)
 Dr. Karol Jakubowicz (2011)

Photo: Honorary Members of the Polish Communication Association: Prof. Wolfgang Donsbach, Prof. Jerzy Mikułowski-Pomorski and Prof. Walery Pisarek (Wrocław, September 2008).



Photos: Honorary Members of the Polish Communication Association: Prof. Tomasz Goban-Klas (Lublin, September 2010), Prof. Wayne Wanta (Lublin, September 2010), Dr Karol Jakubowicz (Warsaw, September 2011).

PROF. WIKTOR PEPLIŃSKI – HONORARY MEMBER OF 2012



Professor Wiktor Pepliński is an outstanding media studies researcher who has been interested in the development of Pomeranian regional press. He has published four books. He has created journalism studies at the University of Gdańsk, starting with Postgraduate Journalism Studies in 1995, BA Program in 2006, and MA Program in 2009. He has also initiated cooperation between media scholars in Gdańsk. Professor Pepliński has been serving as a member of the University Accreditation Commission for Journalism and Social Communication (since 2001) and an expert the Polish National Accreditation Commission (since 2009). He has been awarded for

his excellence in research by the Minister of Science and Higher Education (twice), by the Chancellor of the University of Gdańsk (three times). Furthermore, he has received the Award of The Gdańsk Friends of Art Society and The Medal of National Education Commission.





UNIVERSITY OF GDAŃSK

■ WELCOME TO GDAŃSK



Gdańsk is a place full of energy and open-minded people. The city was mentioned for the first time in the biography of saint Adalbert of Prague (956-997 AD), but scientific research show that a fishing village existed here in the VII century. Since Gdańsk was also an important port at the coast of the Baltic Sea it was a member of the Hanseatic League. For political reasons it was even given a free city status twice (from 1807 to 1814 and from 1920 to 1939). It all resulted into that foreigners were often guests in our town. Despite its over 1000-year-long history its citizens are focused on the future.

The city welcomes everybody with breathtaking, monumental Old Town, painstakingly rebuilt from ruins of the World War II. Take a walk on the famous Long and Long Market streets. You will see the highest red-brick church in Europe – the saint Mary's

cathedral – overlooking the Old Town. Then, there is the City Hall with a carillon. Just a few footsteps away stands the Neptune fountain, the very symbol of the city. Old Town is full of little mysteries and details worth noticing. Many restaurants, cafes and pubs create cosy atmosphere and a place to rest after the tour.

It is the birthplace of Daniel Fahrenheit, Arthur Schopenhauer and Johannes Hevelius. Also two Nobel prize winners were born here – Lech Walesa, leader of the "Solidarity" movement and Gunter Grass, author of "The tin drum". The shipyard where uprising in 1980 began is open to the visitors. It is waiting for all the modern history fans wanting to understand the beginning of fall of the communism. One can still feel the spirit of freedom that was the driving the force of "Solidarity".

We know that cooperation is crucial. Gdańsk, Sopot and Gdynia altogether create the Tri-city. Sopot is a famous spa, where many movie stars and singers resided. Here is the scenic Opera, where the music festival is held since 1961. Founder of the festival is Władysław Szpilman, the original figure played by Adrien Brody in Roman Polański's Oscar-winning movie "The Pianist".

The Tri-city will also not disappoint the beach and sea lovers. One long sandy coast stretches from Gdańsk to Gdynia. The longest wooden pier in Europe is in Sopot, it goes over 500 metres into the sea.

■ UNIVERSITY OF GDAŃSK



University of Gdańsk was established on 20th of March 1970 after the merge of the Economic University in Sopot and the University of Pedagogy in Gdańsk. Different departments of University of Gdańsk were scattered around the whole Tri-city area. The campus in Gdańsk Oliwa consists mainly of new buildings. The largest lecture rooms

are equipped with everything that is needed to organize a professional conference.

Currently, University of Gdańsk is the largest institution of higher education Pomeranian Poland, with its 11 departments and 33000 students, doctoral students and students on post-graduate courses. Teaching staff consists of 1700 people. Study courses on biology, biotechnology, chemistry, oceanography, quantum physics, pedagogy, psychology, law and economical sciences are regarded as one of the best in the country.

The University is open for cooperation. In the period of 2002-2010 it participated in more than 170 European and international projects. The largest number of projects were carried out as a part of the European Framework Programmes (a total of 51). Under the agreement between University of Gdańsk and Harbin Normal University students are given the opportunity to study in Gdańsk where they are taught Polish for two years, after one year of learning Chinese in Harbin (China).

Faculty of Social Sciences

The Faculty of Social Sciences is located within campus in Gdańsk Oliwa. The Faculty itself was established in 1990 and consists of 4 Institutes: Institute of Philosophy, Sociology and Journalism; Institute of Pedagogy; Institute of Psychology and Institute of Political Sciences.

Since 2009 the faculty has been located in a new building, with the area of 31196 square metres. Around 5000 students and 330 teachers work in the building. The Faculty is fully prepared to host big conferences, since it has been equipped with 8 biggest auditoriums for 160 - 600 seats. Each room has a complete sound system, projector and a screen to host workshops as well as presentations for smaller audiences. The Faculty of Social Sciences

Committee of organizers

Steering Committee

Bogusława Dobek-Ostrowska,
University of Wrocław

Agnieszka Stępińska, University of Adam
Mickiewicz in Poznań

Local Organizing Committee

Anna Kalinowska-Żeleźnik, University of Gdańsk
Anna Lusińska, University of Gdańsk

cooperates with several universities around the world, including universities in Linköping (Sweden), Messina (Italy), Duisburg (Germany), Hiroshima (Japan), Kharkov (Ukraine) and Zwolle (Netherlands).

Department of Journalism

Journalism Department was established in 2006 as a part of the Institute of Philosophy, Sociology and Journalism. There are two teaching programs in the field of journalism and communication: 3-years of B.A. and 2-year M.Sc accordingly. The study programs are a combination of theoretical knowledge and practical journalism and media. Students attend both lectures and workshops.

The students can lead to employment opportunities as a newspaper journalist, radio journalist, TV journalist, new media journalist, press officer, media manager, public relations officer, media specialist, specialist in promotions, organizer of local media and specialist in political information. The Department has created online radio station MORS, where students can learn how to record their own auditions and news in a high-tech Radio Studio. The latter is regarded as one of the best in Poland. Students can choose what types of music will be played.

In addition, *CDN...* - independent online magazine for students has been created. Articles published in the magazine are to explain how to study and review movies. Since it has been solely made by students and for students, it gives young people the opportunity to have their first articles published. Finally, a well-equipped Photographic Studio has been created within the Department. Modern cameras, lighting, computers as well as ancillary equipment gives the opportunity to work on digital and traditional ways for creating photography.

Conference Program

Agnieszka Stępińska, University of Adam
Mickiewicz in Poznań
Michał Głowacki, University of Warsaw

Logistics

Michalina Rutka, University of Gdańsk
Paweł Kozielski, University of Gdańsk
Grzegorz Kapuściński, University of Gdańsk
Jan Miklas-Frankowski, University of Gdańsk
Students Research Group INSPIAR

CONFERENCE LOCALIZATION

Friday, 14 September, 2012
Gdańsk Shipyard, Aula BHP, Doki 1,
building 131a



Saturday, 15 September, 2012
University of Gdańsk, Faculty of Social Sciences
Gdańsk, Bażyńskiego Str. 4

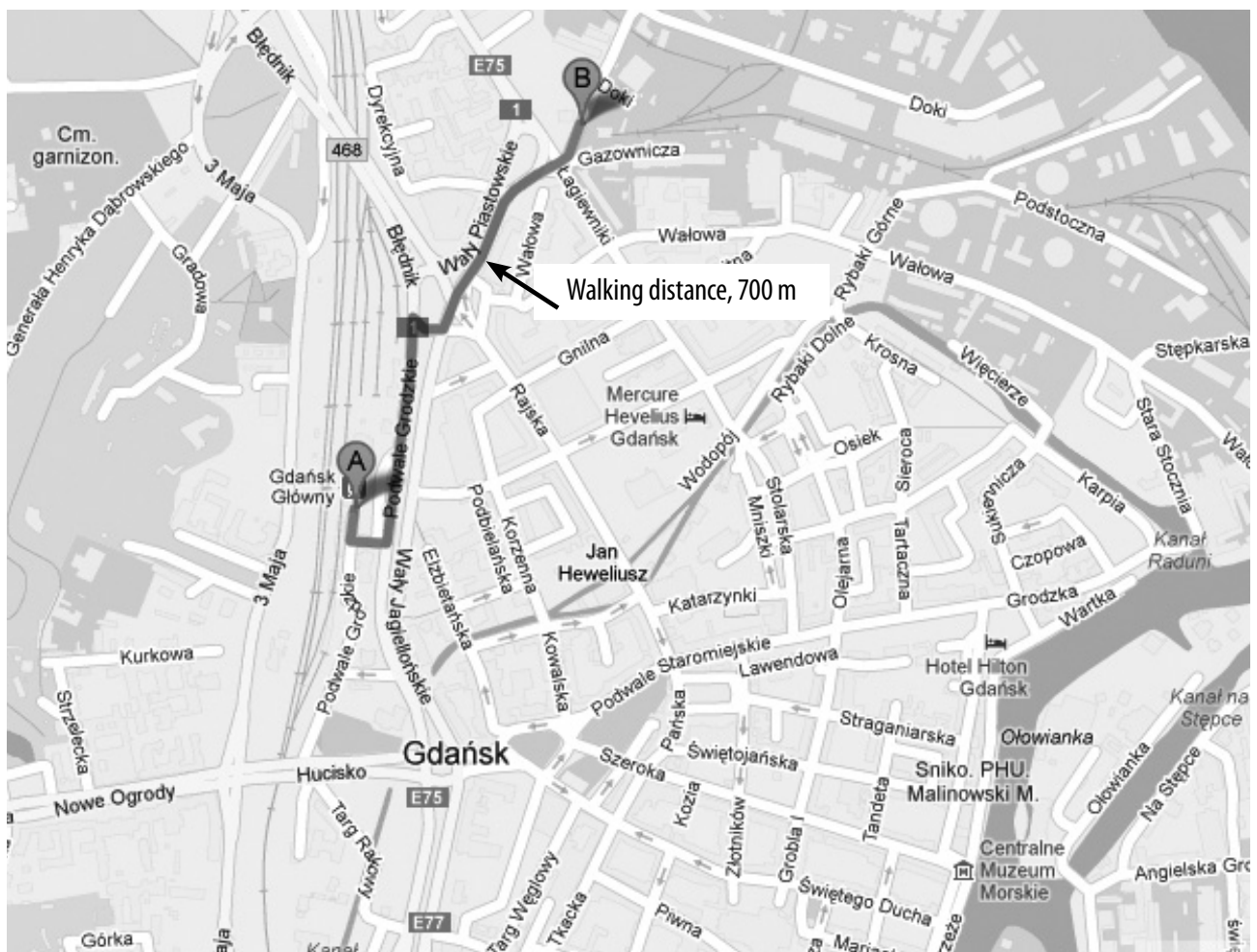


How to reach BHP Hall from the airport (14 km)

Bus, line 210: Lech Wałęsa Airport – Gdańsk Główny Railway Station – Gościnną Street, bus stop: Gdańsk Główny Railway Station (14th stop).

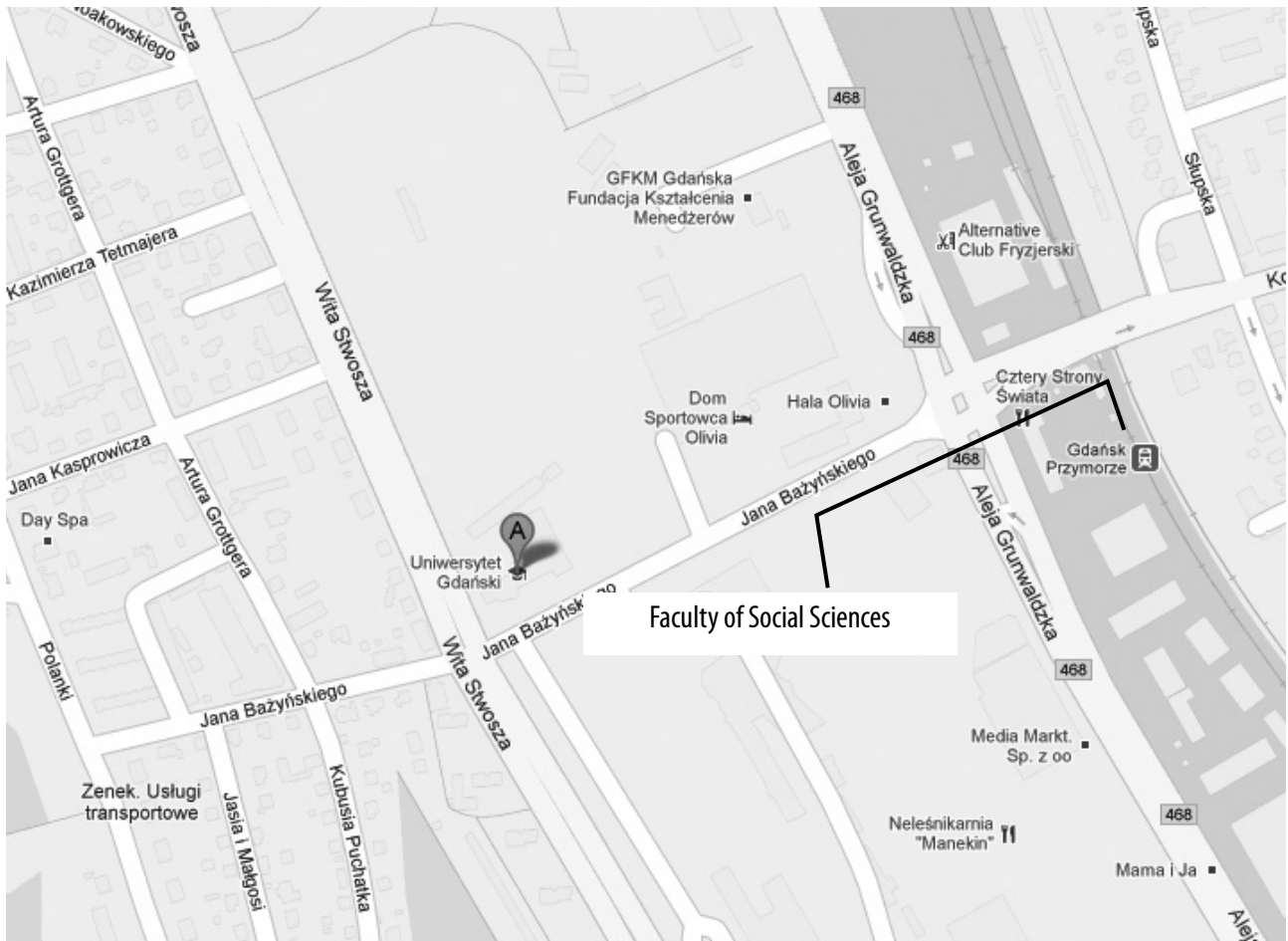
Night Bus, line N3: Lech Wałęsa Airport – Gdańsk Główny Railway Station

BHP Hall is at the Gdańsk Shipyard area (gate number 2, Docks).
About 700 m far from the Railway Station, about 10 min. walk.



How to reach University of Gdańsk, Bażyńskiego Street

Take city railway SKM train from the main railway station Gdańsk to Gdynia, the stop GDAŃSK PRZYMORZE
Walking distance from railway SKM station Gdansk Przymorze to the university buildings (400 m)





MATTERS OF JOURNALISM: UNDERSTANDING PROFESSIONAL CHALLENGES AND DILEMMAS

Journalism has experienced several transformation periods so far: every new medium brought new challenges for journalism practice. What is new this time, is the fact the audience members joined the newsgathering, producing and dissemination process. So-called 'citizen journalism' has been studied for a couple of years now. The findings showed that new technologies in the media allowed people to act like journalists and to some extent play their roles. However, the general conclusions seem to be rather optimistic for professional journalists. They may not be the only sources of information about the events around the world now, but they are still major gatekeepers. In fact, since the international flow of information significantly extended in the last decade and the number of information is more overwhelming than ever before, most of the audience members desperately need someone who

will be able to select and order the events for them. The aim of this conference is to contribute to our understanding of powers that influence journalism standards and routines. Hence, the participants of the conference will concentrate on such 'traditional' issues, namely as relations between politics and journalism, market – related aspects of journalism, organizational and professional factors. Furthermore, the questions about digital challenges for the journalism practice will be raised. In order to do this, the conference will bring together a range of international scholars, drawn from representative disciplines in the media studies and journalism. The key questions during the debates would concern the roles of journalists. Who are they now? What are the audiences' expectations towards journalists? What is the future of this profession?

■ CONFERENCE PARTICIPANTS

KEYNOTE SPEAKERS

Aukse Balčytienė, Ph. D., is professor of journalism at Vytautas Magnus University in Kaunas, Lithuania. She is a core founding person of the graduate school of media at VMU. Her scholarly interests are: media and modernization theories, media responses to democratization, comparative journalism and communication cultures, political communication and the European public sphere. She is a member of the EuroMedia Research group, and is a vice-chair of the CEE Network of ECREA. Her publications include over a few dozen of articles.

Peter Gross is a Journalism Professor at the University of Tennessee, who specializes in international communication. Gross is a member of the Association for Education in Journalism and Mass Communication and served as Chair of Teaching Standards, Chair of the Markham International Student Paper Competition and Chair of Professional Freedom and Responsibility for the association's International Communication Division. He is a member of the European Network for Trans-Integration Research, the South East European Studies Association, the Society for Romanian Studies, the Association for the Advancement of Slavic Studies, COST A30, a research group sponsored by the European Union, and the International Communication Association.

Thomas Hanitzsch is Professor of Communication at the Institute of Communication Studies and Media Research, University of Munich, Germany. A former journalist, his teaching and research focuses on global journalism cultures, war coverage, celebrity news and comparative methodology. He has authored or edited five books, including *The Handbook of Journalism Studies* (Routledge, 2009). Thomas is currently Editor-in-Chief of *Communication Theory*, and serves as Vice-Chair of the Journalism Studies Section of the European Communication Research and Education Association (ECREA). He is leading the *Worlds of Journalism Study*, a massive multinational survey of journalists (see www.worldsofjournalisms.org), and is involved in several other comparative projects.

Owen V. Johnson is Adjunct Associate Professor at the Department of History and Associate Professor at the School of Journalism at the Indiana University in Bloomington. He is a specialist on Central & East European media history, and on topics in U.S. journalism history, including World War II correspondent Ernie Pyle, and the historical development of the college press. Co-author of *Eastern European Journalism: Past, Present and Future* (1999). Has also published *Slovakia 1918-1938: Education and the Making of a Nation* and numerous articles in *Journalism Quarterly*, *Journalism History*, *Journalism Educator*, *Studies on East European Social History*, and other books and journals, on mass media and sociocultural development in the Russian and East European area, as well as articles on journalism history in the United States.

Walery Pisarek is a Professor at the Jagiellonian University in Cracow. He is a linguist and a press researcher. His research interests include the language of the media, propaganda and advertising, and the theory and methodology of researching mass communication, especially an analysis of the contents of the press. Over the course of the last several years, his research has centered on contemporary standard words in the public discourse of the Poles. Since 1991 he has been editor-in-chief of the journal "Zeszyty Prasoznawcze" ("Press Research Notes"). In the 1970s he was member of the Committee of Experts of UNESCO for Mass Communications Research, and from 1976-1990 he was vice-chairman of this organization. He also published

numerous books, including: *Nowa retoryka dziennikarska* (New Journalistic Rhetoric) (2002), *Polskie słowa sztandarowe i ich publiczność* (Standard Polish Words and Their Public) (2002), *Polszczyzna 2000. Orędzie o stanie języka na przełomie tysiącleci*, (The Polish Language 2000. An Address on the State of the Language at the Turn of the Century) ed.(1999), *Słowa między ludźmi* (Words Among People) (1985), as well as over 500 papers and book chapters.

Ramon Salaverria, Ph.D., is Director of the Journalism Projects Department at the University of Navarra (Pamplona, Spain), where he teaches online journalism skills since 1990s. He is Chair of the Journalism Studies Section at the European Communication Research and Education Association (ECREA). Representing this association, he is also member of the World Journalism Education Council. He has lead several research projects about online journalism, focusing on media convergence, online news writing and new media trends.

Wayne Wanta is a Professor and Chair of the Department of Journalism at the University of Florida. He is internationally known for his research in political communication and media effects, with more than 150 refereed publications and convention papers. Much of Wanta's research examines the agenda-setting function of the news media - how news coverage influences the public's perceptions of issues and newsmakers. Wanta has also conducted research in sports journalism, visual communication, Internet use and effects, and negative political advertising. Wanta also has played an important leadership role in journalism education, having served as the president of the Association for Education in Journalism and Mass Communication.

Jaromir Volek is a theoretician in the field of mass communication and the Head of the Media Studies program at the Department of Media Studies and Journalism at the Masaryk University in Brno, the Czech Republic. He has worked at Masaryk University since 1995, giving lectures in media theory and focusing on the issues of media audiences. He has also been undertaking research into the transformation of the professional role of Czech journalists.

LIST OF PARTICIPANTS

Surname and name	Country	E-mail address
Aksamit Radosław	Poland	radoslaw.aksamit@us.edu.pl
Appelberg Jonas	Sweden	jonas.appelberg@sh.se
Anikina Maria	Russia	maria-anikina@yandex.ru
Armanca Brindusa	Hungary	brindusa.armanca@gmail.com
Balcytienė Aukšė	Lithuania	a.balcytiene@pmdf.vdu.lt
Barczyszyn Paulina	Poland	paulinabarczyszyn@gmail.com
Bettels Tina	Germany	tina_bettels@hotmail.com
Bezpiatchuk Zhanna	Ukraine	z.bezpiatchuk@gmail.com
Biernacka - Ligieža Ilona	Poland	ilona-jbl@o2.pl
Contani Miguel	Brasil	contani@sercomtel.com.br
Correia João Carlos	Portugal	jcorreia@ubi.pt
da Silva Borges Rosane	Brasil	rosanedasb@uol.com.br
Dąbrowska-Cendrowska Olga	Poland	olgadc@o2.pl
Degtereva Elena	Sweden	elena.degtereva@sh.se
Dobek - Ostrowska Bogusława	Poland	dobek@uni.wroc.pl
Domínguez Delgado Rubén	Spain	rdd@us.es
Dorenda - Zaborowicz Marta	Poland	marta.dorenda@gmail.com
Drake Merja	Finland	merja.drake@haaga-helia.fi
Drożdż Michał	Poland	michal.drozd@ptks.pl
Dwyer Tim	Australia	timothy.dwyer@sydney.edu.au
ElGhul-Bebawi Saba	Australia	sbebawi@swin.edu.au
Ferreira Gil Baptista	Portugal	gilbferreira@gmail.com
Fras Janina	Poland	janina.fras@uni.wroc.pl
Garlicki Jan	Poland	jgarlicki@indicator.pl
Gelan Cristina	Romania	cristinagelean@saguna.eu
Głowacki Michał	Poland	michal.glowacki@id.uw.edu.pl
Gogołek Włodzimierz	Poland	wg@id.uw.edu.pl
Gross Peter	USA	pgross@utk.edu
Groenhart Harmen	The Netherlands	h.groenhart@fontys.nl
Grzywińska Ilona	Poland	ilonagrzywinska@gmail.com
Guzek Damian	Poland	damian.guzek@o2.pl
Hanitzsch Thomas	Germany	Thomas.Hanitzsch@ifkw.lmu.de
Harnischmacher Michael	Germany	harnischmacher@uni-trier.de
Harro-Loit Halliki	Estonia	halliki.harro@ut.ee
Hofman Iwona	Poland	iwona.hofman@ptks.pl
Hordecki Bartosz	Poland	Bartosz.hordecki@amu.edu.pl
Horky Thomas	Germany	t.horky@macromedia.de
Hök Jöran	Sweden	joran.hok@sh.se
Imre Robert	Australia	robert.imre@newcastle.edu.au
Jaakkola Maarit	Finland	maarit.jaakkola@uta.fi
Jackson David. J.	USA	jacksod@bgsu.edu
Jaskiernia Alicja	Poland	a.jaskier@gmail.com
Johnson Oven V.	USA	johnsono@indiana.edu
Kalinowska - Żeleźnik Anna	Poland	a.zeleznik@ug.edu.pl
Keel Guido	Switzerland	guido.keel@zhaw.ch

Surname and name	Country	E-mail address
Kozdoń - Dębecka Monika	Poland	m.kozdon@id.uw.edu.pl
Kuś Michał	Poland	kusmi@uni.wroc.pl
Kutovenko Olena	Ukraine	kutovenkoolena@gmail.com
Kvalheim Nina	Norway	Nina.Kvalheim@infomedia.uib.no
Lauk Epp	Finland	epp.lauk@gmail.com
Leidecker Melanie	Germany	melanie.leidecker@uni-mainz.de
Lisowska – Magdziarz Małgorzata	Poland	malgorzata.lisowska-magdziarz@uj.edu.pl
López Hernandez Maria Angeles	Spain	alhernan@us.es
Lusińska Anna	Poland	a.lusinska@ug.edu.pl
Majdecka Kamila	Poland	kamila.majdecka@uni.wroc.pl
Męcfal Sylwia	Poland	sylwia.mecfal@wp.pl
Michel Adam	Poland	adam.michel22@gmail.com
Nordenstreng Kaarle	Finland	kaarle.nordenstreng@uta.fi
Nygren Gunnar	Sweden	gunnar.nygren@sh.se
Olędzki Jerzy	Poland	jerzy.oledzki@ptks.pl
Olędzki Michał	Poland	michaljerzyoledzki@gmail.com
Pasti Svetlana	Finland	svetlana.pasti@uta.fi
Pilvre Barbi	Estonia	barbi@tlu.ee
Piontek Dorota	Poland	dorota.piontek@amu.edu.pl
Pisarek Walery	Poland	uwpisare@cyf-kr.edu.pl
Popescu Victor	Romania	victor.popescu77@gmail.com
Przybysz Łukasz	Poland	lukasz.przybysz@id.uw.edu.pl
Randall - Schab Magdalena	Poland	magdalena.schab@gmail.com
Sajna Radosław	Poland	r.sajna@ukw.edu.pl
Salaverria Ramon	Spain	rsalaver@unav.es
Schäfer Christian	Germany	Christian.Schaefer@uni-mainz.de
Seceleanu Andra	Romania	andraseceleanu@andresaguna.ro
Sjřvaag Helle	Norway	helle.sjovaag@uni.no
Školkay Andrej	Slovakia	askolkay@hotmail.com
Smit Gerard	Netherlands	gerard.smit@hu.nl
Splendore Sergio	Italy	sergio.splendore@unimi.it
Stępińska Agnieszka	Poland	agnieszka.stepinska@ptks.pl
Sundin Ebba	Sweden	ebba.Ssundin@hik.hj.se
Szocki Józef	Poland	szocki@neostrada.pl
Szynol Adam	Poland	a.szynol@poczta.onet.pl
Taradai Daria	Ukraine	daria.taradai@gmail.com
Tasente Tanase	Romania	tashy@tashy.ro
Tenenboim-Weinblatt Keren	Israel	Keren.tw@mail.huji.ac.il
Van Dalen Arjen	Denmark	avd@sam.sdu.dk
Vasilendiuc Natalia	Romania	nvasilendiuc@gmail.com
Vochocová Lenka	Czech Republic	vochocov@fsv.cuni.cz
Volek Jaromir	Czech Republic	volek@fss.muni.cz
Wanta Wayne	USA	wwanta@jou.ufl.edu
Wasilow Sherry	Canada	swasilow@gmail.com

All the abstracts submitted for a conference are available on the website of the Polish Communication Association
<http://www.ptks.pl/index1.php?id=konf&lang=en>

Surname and name	Country	E-mail address
Węckowski Wojciech	Poland	weckowski@op.pl
Wiśniewska Dominika	Poland	dominika.wisniewska@uw.edu.pl
Wolska - Zogata Irena	Poland	zogata@wp.pl
Zankova Bissera	Bulgaria	bzankova@gmail.com

■ CONFERENCE PROGRAM

Friday, September 14, 2012

BHP Hall, Gdańsk Shipyard, Doki 1, building 131a

9.00- 9.30 OPENING SESSION

Chair: **Bogusława Dobek-Ostrowska**, President of the Polish Communication Association

Ph. D. Award of the PCA in Media and Communication Studies 2011
Honorary Membership of the PCA

9.30 – 10.00 OPENING LECTURE

The Limits of Transformation: Eastern European Media's 'Integration' Into What?
Peter Gross, University of Tennessee, USA

10.00-10.30 Coffee break

10.30 -11.45 | PLENARY SESSION: Journalism Around the World: Journalistic Professionalism at a Crossroads

Chair: **Jerzy Olędzki**, University of Warsaw, Poland

- *Changing Concepts of Journalistic Professionalism: Implications East and West*
Owen V. Johnson, Indiana University, USA
- *Media Convergence Revisited: Understanding the Multi-level Impact of Digital Technologies in News Organizations*
Ramon Salaverria, University of Navarra, Spain
- *Putting Second-Level Agenda-Setting Theory in Context: President Obama and the Muslim Religion*
Wayne Wanta, University of Florida, USA

Read more: www.cejc.ptks.pl



„MEDIA ACCOUNTABILITY AND TRANSPARENCY IN EUROPE“

www.mediaact.eu, www.mediaaact.uni.wroc.pl

„Media Accountability and Transparency in Europe (MediaACT)“ is a comparative research effort on media accountability systems (MAS) in EU member states as indicators for media pluralism in Europe. The project analyzes the development and impact of established media accountability systems (e.g. press councils, codes of ethics) as well as new media accountability systems emerging in the Internet (e.g. media criticism in blogs). The project is a joint interdisciplinary effort of a team of 11 partners from Western and Eastern Europe as well as one partner from the Arab World, and it is coordinated by The Erich Brost Institute for International Journalism in Europe in Dortmund.

The objectives of the research project are:

- to investigate the quantity and quality of media accountability systems as prerequisites for pluralistic debates about media independence in times of growing media concentration,
- to compare the impact of established and innovative media accountability systems online on different media systems and journalism cultures in Europe and beyond,
- to develop policy recommendations for EU media policy makers, as well as incentives for media professionals and media users alike to actively engage in media accountability systems.



EUROPEAN
COMMISSION

The information in this document is the outcome of the EU project Media Accountability and Transparency in Europe (MediaACT). It reflects only the authors' views and the European Union is not liable for any use that may be made of the information contained therein. The user thereof uses the information at its sole risk and liability.

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Grant Agreement Number: 244147 MediaACT
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JOURNALISM IN RUSSIA, POLAND AND SWEDEN — TRADITIONS, CULTURES AND RESEARCH

södertörns
högskola
SÖDERTÖRN UNIVERSITY

The MediaAcT project receives funding from the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 244147. The duration of the MediaAcT project has been scheduled for 3 ½ years. „MediaAcT” was launched in February 2010.

„JOURNALISM IN CHANGE: PROFESSIONAL JOURNALISTIC CULTURES IN RUSSIA, POLAND AND SWEDEN”

Journalism is a key factor in public sphere, in political communication as well as in formation of identities in society. New digital technology, increased commercial pressure and the growth of a network society changes the conditions for journalism - but is it changing in the same way in different media systems? How are journalistic practices and values influenced by the media development in different media systems? The purpose of the project is to study how professional journalistic cultures are influenced by media development in three different media systems: Sweden, Poland and Russia. The three countries have a different historical and political legacy, the relations between media and political/economic power are quite different and there are big differences in the patterns in media use. The question is how the trends in media development relate to the different conditions of the media systems, and how the professional journalistic cultures are changing in the three countries? What is the relation between common trends and national differences - and what does it mean for journalism?

Two methods are used in the project - A survey to 500 journalists in each country. The survey is focused on journalistic practices and how they relate to the tradition and journalistic values in each country. Interviews with journalists in two different generations; one group in the age of 30 and one group 60-65 years old.

In the project researchers from Södertörn University (Sweden), University of Wrocław (Poland) and Moscow State University (Russia) are working close together with the same methods to make the project truly comparative. The empirical results will fill a gap in comparative media studies and studies of journalism as a profession. The project will also give a new comparative perspective on media development and how democracy is influenced by a changing journalism.



Photo: Participants of the project

Read more:
sh.se/p3/ext/content.nsf/aget?openagent&key=projekt_page_eng_1304321089954
journalism-in-change.blogspot.com/

11.45 -13.00 II PLENARY SESSION: Journalism in Central and Eastern Europe: Problems and Challenges

Chair: Wayne Wanta, University of Florida, USA

- *Past Challenges to Journalism: Great Ideas of the Seventies and Eighties Revisited.*
Walery Pisarek, Pontifical University of John Paul II in Cracow, Poland
- *On Parallelism and Controversies in Central and Eastern Europe: Rediscovering the True Value of Professional Journalism*
Aukse Balcytiene, Vytautas Magnus University in Kaunas, Lithuania
- *Choosing Journalism: Expectations and Professional Motivations of Czech Students*
Jaromir Volek & Lenka Kašparová, Masaryk University in Brno, Czech Republic

13.00-14.30 Lunch

Possibility of visiting historical shipyard

14.30-15.45 III PLENARY SESSION: "Journalism in Change. Journalistic Culture in Sweden, Poland and Russia". Results from the Empirical Study

Chair: Gunnar Nygren, Södertörn University, Sweden

- *Future Journalists Around the Baltic – Professional Roles in the Eyes of Journalism Students*
Gunnar Nygren, Södertörn University, Stockholm, Sweden
- *A Pilot Study of Interviews with Different Generations of Journalists in Sweden*
Jöran Hök, Södertörn University, Stockholm, Sweden
- *Earlier Research on Journalism in Poland and Features Polish Journalists Today*
Bogusława Dobek- Ostrowska, University of Wrocław, Poland
- *Professional Journalistic Culture in Russia and Traces the Development of Profession in Historical Prospect*
Maria Anikina, Lomonosov University in Moscow, Russia
- *Social Media (Mostly blogging in the Live Journal) in the Professional Activity of Russian Journalists*, **Elena Degtereva**, Södertörn University, Stockholm, Sweden

16.00- 17.15 IV PLENARY SESSION: "Media Accountability and Transparency in Europe (MediaAct)". Results the from Empirical Study

Chair: Michał Głowacki, University of Warsaw, Poland

- *Media Accountability and Transparency in Europe: Introduction*, **Michał Głowacki**, University of Warsaw, Poland
- *The Netherlands*, **Harmen Groenhart**, Fontys School of Journalism at Fontys University, The Netherlands
- *Estonia*, **Halliki Harro-Loit**, University of Tartu, Estonia
- *Poland*, **Michał Kuś**, University of Wrocław, Poland
- *Italy*, **Sergio Splendore**, University of Milan, Italy

17.15 -17.45 Launch of the new issue of "Central European Journal of Communication" Volume 5, No 2 (9) Fall 2012

Media Accountability – Between Tradition and Innovation

Chair: Epp Lauk, Jyväskylä University, Finland and **Michał Kuś**, University of Wrocław, Poland

18.00 – 19.30 Dinner

19.30 – 21.30 Guide trip: Gdańsk by night

Saturday, September 15, 2012 • University of Gdańsk, Faculty of Social Sciences, Bażyńskiego Street, 4

9:00 – 10:30 parallel sessions 1	
Room C202	Room C213-214
<p>PROFESSIONAL STANDARDS AND VALUES I Chair: Gunnar Nygren, Södertörn University</p> <p><i>Three countries, one profession: On Polish, Romanian and Moldovan journalistic cultures</i> Natalia Vasilendiuc, University of Bucharest & Paulina Barczynszyn, University of Wrocław</p> <p><i>To what extent the professional community is homogeneous? Case study of Estonian journalists</i> Halliki Harro-Loit & Marju Himma-Kadakas, University of Tartu</p> <p><i>Journalist competitions in Poland - Improving and validating professional competences</i> Janina Fras, University of Wrocław</p> <p><i>Analysis of changes in journalists' professional standards on Polish press market in 2008 – 2012</i> Monika Koźdoń – Dębecka, University of Warsaw</p>	<p>MODELS OF JOURNALISM Chair: Jaromir Volek, Masaryk University in Brno</p> <p><i>Capturing journalism</i> Keren Tennenboim-Weinblatt, The Hebrew University</p> <p><i>Factors for changing professional norms among journalists</i> Guido Keel, Zurich University of Applied Sciences</p> <p><i>Clarifying the professional dualism: the paradigms of cultural journalism</i> Maarit Jaakkola, University of Tampere</p> <p><i>A professional journalist – postulated personal model</i> Irena Wolska-Zogata, University of Wrocław</p>
<p>PROFESSIONAL ROLES AND IDENTITIES I Chair: Svetlana Pasti, University of Tampere</p> <p><i>Journalism as a profession: an impossible equation?</i> Kaarle Nordenstreng, University of Tampere & Ullamajja Kivikuru, University of Helsinki</p> <p><i>The hidden journalist</i> Angeles López Hernandez & Rubén Domínguez Delgado, University of Seville</p> <p><i>Journalist as a translator</i> Radosław Aksamit & Damian Guzek, University of Silesia</p> <p><i>Journalist as a postmodern hero. Semiological analysis of the evolution of the image of journalist in popular culture at the verge of XXI century</i> Małgorzata Lisowska – Magdziarz, Jagiellonian University</p>	<p>PRACTICE OF JOURNALISM AROUND THE WORLD I Chair: Thomas Hanitzsch, University of Munich</p> <p><i>A study of foreign correspondents in Slovakia</i> Klaudia Lászlóová & Andrej Skolkay, School of Communication and Media in Bratislava</p> <p><i>Results of the International Sports Press Survey 2011</i> Thomas Horky, Macromedia University for Media and Communication & Jörg-Uwe Nieland, German Sports University Cologne</p> <p><i>Public Service Media Journalism and Democracy in the Digital Age</i>, Bissera Zankova, Bulgaria, the Committee on the Media and Information Society at the Council of Europe</p> <p><i>Present and future of journalism: new technologies and the continuing transformation of the news</i> Rosane da Silva Borges & Miguel Contani, University of Londrina</p>
<p>Room C211-212</p>	<p>Room C203</p>
<p>10.30-10.45 Coffee break</p>	

10.45 – 12.15 parallel sessions 2

<p>PROFESSIONAL STANDARDS AND VALUES II Chair: Peter Gross, Tennessee University</p>	<p>Session 6: PROFESSIONAL ROLES AND IDENTITIES II Chair: Halliki Harro- Loit, University of Tartu</p>	<p>CHANGING BUSINESS OF JOURNALISM Chair: Ramon Salaverria, University of Navarra</p>	<p>PRACTICE OF JOURNALISM AROUND THE WORLD II Chair: Kaarle Nordenstreng, University of Tampere</p>
<p><i>Reporting on leisure: Exploring lifestyle journalists' professional views</i> Folker Hanusch, University of Sunshine Coast & Thomas Hanitzsch, University of Munich</p> <p><i>The 'professional culture' myth in the Romanian journalists' representations. Evidence from a national survey</i> Natalia Vasilestiuc, University of Bucharest</p> <p><i>Professional standards and values in the journalism of the Swedish press</i> Dominika Wiśniewska, University of Warsaw</p> <p><i>Culture of language as a value of a journalist's workshop in view of the campaign "Ojczyzsty. Dodaj do ulubionych" (Mother tongue. Add to favourites)</i> Anna Kalinowska – Żeleźnik, Anna Lusińska & Wojciech Weckowski, University of Gdansk</p>	<p><i>To be united or to be divided: A dilemma in the unionization of Russian journalists</i> Svetlana Pasti, University of Tampere</p> <p><i>Professional identity and gender in Estonian journalist culture</i> Barbi Pilvre, Tallinn University</p> <p><i>Investigative Journalists as storytellers: tricks, truth and trust</i> Gerard Smit, Hogeschool Utrecht</p> <p><i>The functions of journalism in USA in the digital era</i> Aliqa Jaskiernia, University of Warsaw</p>	<p><i>The effect of 'forces of power' on global journalism</i> Saba ElGhul-Bebawi, Swinburne University of Technology</p> <p><i>Expand your own strengths: Journalistic suggestions for newspapers to attract (potential) readers</i> Melanie Leidecker, Johannes Gutenberg University Mainz</p> <p><i>Impact of new media on traditional media: a cross-state comparison</i> Juan Luis Manfredi, University of Castilla la Mancha in Toledo & Andrej Skolkay, School of Communication and Media in Bratislava</p> <p><i>The impact of structural shifts on journalism: Newspaper consolidation in the Scandinavia media landscape</i> Helle Sjrvaag, Uni Rokkan Centre</p>	<p><i>Multipatform news production: on strategies and journalistic practices</i> Nina Kvalheim, University of Bergen</p> <p><i>Understanding Latin American hybrid journalism: Between traditional missions and new trends</i> Radosław Sajna, Kazimierz Wielki University</p> <p><i>Journalism in the Czech Republic: Structures, challenges and the possible role of individual journalists in the changing profession</i> Lenka Vochočova, Charles University in Prague</p> <p><i>Do high-volume magazines need journalism?</i> Oliga Dąbrowska-Cendrowska, Jan Kochanowski University in Kielce</p>

12.15-13.15 Lunch

13.15 – 14.45 parallel sessions 3

JOURNALISM AND POLITICS I	CITIZENS AND JOURNALISTS	MEDIA AND JOURNALISM IN UKRAINE
<p>Chair: Dorothea Piontek, University of Adam Mickiewicz</p> <p><i>Political journalism in the digital age: Too much information, not enough investigation</i></p> <p>Robert Imre, The University of Newcastle</p> <p><i>Military/media relations: who is winning the chess game?</i></p> <p>Sherry Wasilow, Carleton University in Ottawa</p> <p><i>The image of Afghanistan in the Polish press and the English-language Afghan press. A discourse analysis</i></p> <p>Magdalena Randall-Schab, Nicolaus Copernicus University in Torun</p> <p><i>Mission or commercial interests? Journalistic professionalism of the daily tabloids in Poland ("Fakt") and Germany ("Bild"). A comparative analysis</i></p> <p>Kamila Majdecka, University of Wroclaw</p>	<p>Chair: Aukse Balcytiene, Vytautas Magnus University in Kaunas</p> <p><i>Candidate searching engine and journalism – The citizens' new way to participate?</i></p> <p>Merja Drake, Haaga-Helia University of Applied Sciences</p> <p><i>German print media during "super election year" 2011. A study on the quality of traditional and impact of citizen journalism</i></p> <p>Thomas Horky, Macromedia University for Media and Communication</p> <p><i>Journalism, citizenship and digital culture</i></p> <p>Marta Dorenda – Zaborowicz, Nicolas Copernicus University in Torun</p> <p><i>„Spaceship Berlin” – a suitable metaphor?</i></p> <p>Christian Schaefer, Johannes Gutenberg University Mainz</p>	<p>Chair: Owen V. Johnson, Indiana University</p> <p><i>Ukrainian media system: does the "Italianization model" explain the present development?</i></p> <p>Daria Taradai, National University of Kyiv-Mohyla Academy</p> <p><i>the NGO's influence on the development of non – classical journalism education in Ukraine: does it work in present day?</i></p> <p>Olena Kutovenko, National University of Kyiv-Mohyla Academy</p> <p><i>How the crisis on the media market affected media freedom and transparency in Ukraine</i></p> <p>Zhanna Bezpiatichuk, National University of Kyiv-Mohyla Academy</p>

14.45-15.15 Coffee break

15:15 – 16:45 parallel sessions 4

JOURNALISM AND POLITICS II Chair: Robert Imre , The University of Newcastle	ONLINE JOURNALISM Chair: Harmen Groenhart , Fontys University	LOCAL JOURNALISM Chair: Epp Lauk , Jyväskylä University	JOURNALISTIC ETHICS (3) Chair: Michał Drożdż , John Paul II University in Cracow
<p><i>Don't Believe the Liberal Media: The Uses of Media Bashing in Presidential Elections</i> David James Jackson, Bowling Green State University</p> <p><i>Journalist and politician in television interviews during the election time: redefinition of roles</i> Dorota Piontek & Bartosz Hordecki, University of Adam Mickiewicz</p> <p><i>The role of the journalists in televised political debates in Poland</i> Adam Michel, University of Wrocław</p> <p><i>Three generations of Polish journalists: professional roles and identities</i> Agnieszka Stępińska & Szymon Ossowski University of A. Mickiewicz</p>	<p><i>The mobile internet and news diversity: evolving policy modes</i> Timothy Dwyer, University of Sydney</p> <p><i>Refining information from the internet. The new information source for media</i> Włodzimierz Gogotek, University of Warsaw</p> <p><i>How social media affects agenda setting process and 24-hours news cycle in traditional media – a case study of CNN.com</i> Ilona Grzywińska, University of Warsaw</p> <p><i>Rethinking the local. (Hyper)local online alternatives to traditional local media in Germany</i> Michael Harnischmacher & Klaus Arnold, University of Trier</p>	<p><i>Journalist in local newspaper – “close friend” or “barking dog”?</i> Ilona Biernacka-Ligęza, University of Opole</p> <p><i>The social construction of reality in Portuguese regional press: frames, routines and typology</i> João Carlos Correia, University of Beira Interior</p> <p><i>Deliberative Journalism and political participation – basic issues and guidelines in the Portuguese regional press</i> Gil Baptista Ferreira, Polytechnic Institute of Coimbra</p> <p><i>Local journalists: their work and their work problems</i> Sylvia Męćfal, University of Łódź</p> <p><i>Problems of local journalism (genesis and historical background of the district press in Lower Silesia (1989-2011))</i> Józef Szocki, College of Management “Education” in Wrocław</p>	<p><i>Crowd estimation cross-nationally. The influence of objectivity and partisanship on newspaper coverage of mass protests in three media systems</i> Arjen Van Dalen, University of Southern Denmark</p> <p><i>Inappropriate relationships: Media moguls and Ethics</i> Brindusa Armanca, Romanian Cultural Institute in Budapest</p> <p><i>Bloggers providing an “antidote” to editorial misconduct. A case study from Romania</i> Victor Popescu, Alexandru Dragomir” Institute for Philosophy, Bucharest</p> <p><i>Professional Roles and Identities: new challenges for journalism educators</i> Ebba Sundin, Jönköping University</p>

Room S207

**17.00- 17.45 V PLENARY SESSION: European Journalism Observatory:
Between Research and Practice**

Chair: Michał Głowacki, University of Warsaw, Poland

- *European Journalism Observatory – Building Bridges between Theory and Practice of Journalism*
Michał Kuś & Adam Szynol, University of Wrocław, EJO Poland
- *The role of the European Journalism Observatory in Romanian Media Landscape*
Andra Seceleanu, Cristina Gelan & Tănase Tasente, Andrei Șaguna University of Constanța, EJO Romania
- *Transparency in Journalism – in which Ways do Editorial Departments in Europe allow their Audience to Engage in Editorial Processes? Results of an International Comparative Study*
Tina Bettels, University of Dortmund, EJO Germany

Room S207

17.45-18.30 Closing session

Chair: Małgorzata Lisowska- Magdziarz, Jagiellonian University in Cracow, Poland

- *Collaboration is Key: Lessons from the Worlds of Journalism Study, and future directions*
Thomas Hanitzsch, University of Munich, Germany

MATTERS OF JOURNALISM: UNDERSTANDING PROFESSIONAL CHALLENGES AND DILEMMAS

Friday, September 14, 2012

BHP Hall, Gdańsk Shipyard, Doki 1, building 131a

9.00 – 9.30 Opening session

Ph. D. Award of the PCA in Media and Communication Studies 2011

Honorary Membership of the PCA

9.30 – 10.00 Opening lecture

Peter Gross, University of Tennessee, USA

10.30 – 11.45

I Plenary session: **Journalism Around the World: Journalistic Professionalism at a Crossroads**

11.45 – 13.00

II Plenary session: **Journalism in Central and Eastern Europe: Problems and Challenges**

14.30 – 15.45

III Plenary session: **International project “Journalism in Change. Journalistic Culture in Sweden, Poland and Russia”. Results from the Empirical Study**

16.00 – 17.15

IV Plenary session: **The 7th Framework Programme of European Commission. Project “Media Accountability and Transparency in Europe”. Results from the Empirical Study**

17.15 – 17.45

Launch of the new issue of “Central European Journal of Communication” Volume 5, No 2 (9) Fall 2012 – Media Accountability – Between Tradition and Innovation

Saturday, September 15, 2012

University of Gdańsk, Faculty of Social Sciences, Bażyńskiego Str. 4

9.00 – 10.30 parallel sessions 1 10.45 – 12.15 parallel sessions 2

13.15 – 14.45 parallel sessions 3 15.15 – 16.45 parallel sessions 4

17.00 – 17.45

V Plenary Session: **European Journalism Observatory – Between Research and Practice** (Room S 207)

17.45 – 18.45

Closing Session (Room S207)



CALL FOR PAPERS

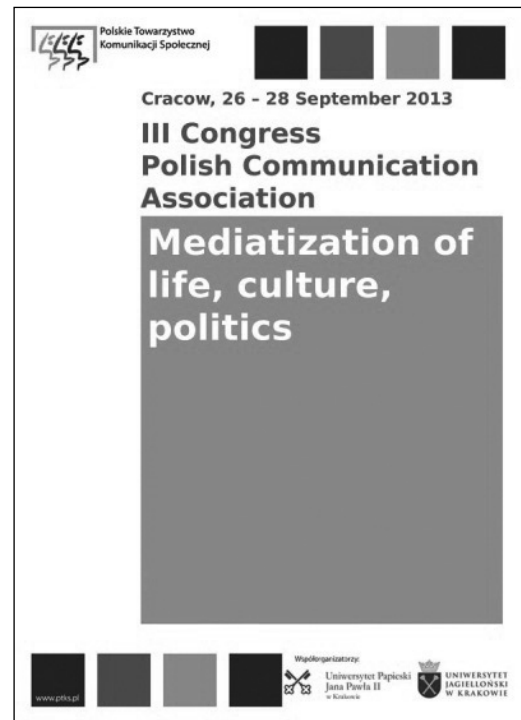
III Congress of the Polish Communication Association “Mediatization of life, culture, politics” Cracow, September 26-28, 2013

We do cordially invite you Cracow, to the III Congress of the Polish Communication Association. This time the main topic of III Congress will be the phenomenon of mediatization - the broad, multidirectional influences and cross-references between media and the forms and content of social life.

The contemporary human being gets to know the social life to the large extent through the intermediary of communication media. Mass media not only reflect, but also create images of the world. They represent the spheres of life we cannot reach indirectly, but they also outline the interpretive frames for the phenomena and happenings that seem to be close and well known. Media also shape the political life, thus influencing the forms of democracy in direct and indirect manner. They build the social agenda, pointing to the relevance of various social problems and proposing how to solve them. They do legitimize or send into oblivion the needs and interests of different groups and communities. They shape the cultural hierarchy, they influence the tastes and the lifestyles, they decide about the ways of people's participation in culture.

We would like to invite the members of different PCA sections, as the researchers not being Association's members to participate in the III Congress by presenting papers and taking part in the discussions within the scope of different thematic meetings, devoted to various aspects of mediatization processes. We hope this will enable the interactions between the members of different PCA sections and the academics representing various research paradigms, which will account for the interesting confrontation of opinions and for the multifaceted analysis of mediatization phenomena. We expect both theoretical analysis and the empirical research reports. Also methodological reflections concerning the methods and techniques of the research of the processes of mediatization will be welcome with the utmost interest.

Paper proposals shall be submitted to kongres@ptks.pl by January 31, 2013.





“Central European Journal of Communication” vol. 6, No 2 (11) Fall 2013

CALL FOR PAPERS

“Central European Journal of Communication” welcomes contributions examining the role of communication from all theoretical, empirical and critical perspectives and using all forms of inquiry, as well as shorter research notes and commentaries, together with scholarly reviews of books and other scientific publications.

CALL FOR SPECIAL ISSUE: THE EXTENSION OF PUBLIC SERVICE MEDIA IN THE MULTIPLATFORM SCENARIO

This special issue of “Central European Journal of Communication” wants to explore the current transformations and adaptations experienced by Public Service Media operators with regard to their remit, organization and performance. In addition, the issue wants to identify the different conflicts arising from that evolution and in which way they are addressed by national authorities by means of policy or regulatory instruments, like the so called ex-ante evaluation procedures. By means of tackling these facts, this special issue also aims to identify and systematize the current debate regarding the future role of public service in the field of media.

We ask scholars and researchers interested in publication to submit manuscripts of max. 45 000 characters by **October 31, 2012**. Papers for the publication will be selected by **November 15, 2012**. Full-length papers shall be submitted to journal@ptks.pl.



Photo: 62nd Annual Conference of ICA, Phoenix, USA, 228 May 2012: A launch of the issue "CEJC" vol. 5 no1 (8) Spring 2012