

The 5th Congress of the Polish Communication Association “Media Power: People–Organisations–Technologies”

Warsaw, Poland, September 19–21, 2019

The Faculty of Journalism, Information and Book Studies, University of Warsaw hosted the 5th Congress of the Polish Communication Association (PCA). The event entitled: “Media Power: People–Organisations–Technologies” was organized on September 19–21, 2019. Over 250 speakers from various Polish research centres gathered in the city of Warsaw. The list of speakers also included representatives from the media industry and scientists from Belgium, Bulgaria, Greece, The Netherlands, Russia, and the United Kingdom. The conference programme included over 50 thematic panels, two plenary sessions and three roundtable discussions.

During the three days of the meeting, the participants dealt with the media and key thematic areas. The analysis of ‘people’ included media values in the digital age, media accountability and transparency, societal and political polarization, as well as studies on journalism culture. Papers and presentations on ‘organizations’ looked at media ownership and management, organizational cultures and structures, comparative media systems (interplay between the media and politics included), as well as business models and strategies for the data-driven age. Sections on ‘technology’ focused on information and communication technologies, multi-media platforms, social media and user-generated content, visual communication, Big Data, as well as new forms of PR and advertising.

DAY 1: INTRODUCTION TO MEDIA POWER

The opening session of the 5th PCA Congress took place in the Old Library building, located on the Main Campus of the University of Warsaw. The welcoming speeches were given by the event organizers: Janusz W. Adamowski — Dean of the Faculty of Journalism, Information and Book Studies of the University of Warsaw, Iwona Hofman — President of the Polish Communication Association and Alicja Jaskiernia, University of Warsaw. The Ph.D. Dissertation Award in 2018 was granted to Maria Wąsicka-Sroczyńska (Adam Mickiewicz University in Poznań), and an honorable mention was awarded to Róża Norström (University of Wrocław, University of Silesia in Katowice). In the same session Małgorzata Adamik-Szysiak (Maria Curie-Skłodowska University in Lublin) and Maria Łoszevska-Ołowska (University of Warsaw) were awarded the Media and Democracy Karol Jakubowicz Award for the best monographs in Human Rights, Media Accountability, Public Service Media, and Media Policies. During the opening session, Honorary Membership of the PCA was granted to Bogusława Dobek-Ostrowska (University of Wrocław) and Zbigniew Oniszczyk (University of Silesia in Katowice). In addition,

the in-memoriam session was dedicated to Walery Pisarek, an outstanding linguist and press expert, founding member and the first Honorary Member of the PCA.

The first plenary session, entitled “The Rise of Media Power” was chaired by Janusz W. Adamowski (University of Warsaw). The session included keynote speeches by Des Freedman (Goldsmiths, University of London) and Karen Donders (Vrije Universiteit Brussel). In the same day a round table on scientific journals in Central and Eastern Europe was chaired by Bogusława Dobek-Ostrowska. The first day of the Congress ended with a dinner at the Marble Hall of the Palace of Culture and Science, hosted by the Mayor of the City of Warsaw.

DAY 2: APPROACHING MEDIA CONTEXT

The second day of the Congress began with a round table discussion entitled “In Search for a Paradigm of Social Communication and Media Studies” attended by representatives of the following scientific associations: Agnieszka Budzyńska-Daca (University of Warsaw, Polish Rhetorical Society), Krystian Dudek (University Silesia in Katowice, Polish Public Relations Association), Barbara Głębińska-Giza (the SWPS University of Social Sciences and Humanities, Polish Society for Film and Media Studies), Mikołaj Ochmański (University of Warsaw, Polish Bibliological Association), Grzegorz Ptaszek (AGH University of Science and Technology, Polish Media Education Association), Diana Pietruch-Reizes (Jagiellonian University, Polish Society for Information Science), Jacek Sobczak (Adam Mickiewicz University in Poznań, Polish Press Law Association) and Emilia Zakrzewska (Polish Public Relations Association). The meeting was chaired by Iwona Hofman (Maria Curie-Skłodowska University in Lublin). The second plenary session entitled “The Power of Journalism and Media Context” followed. During the session chaired by Michał Głowacki (University of Warsaw) keynote speeches were given by Mark Deuze (University of Amsterdam) and Svetlana Bodrunova (St. Petersburg State University).

Parallel sessions launched after the second plenary looked at media systems, the power of social media, methods of media research, media sociology, journalistic ethics, as well as the future of the press. In addition to this, conference participants were given a chance to discuss state-of-the-art and future research on media culture, contemporary political discourse, religious communication and social media. The second day of the Congress ended with a conference dinner, during which participants had an unusual opportunity to attend a concert of the University of Warsaw Choir.

DAY 3: MEDIA POWER — THE PRACTICAL APPROACH

The last day of the Congress began with an open lecture given by Dr. Xianhong Hu, a UNESCO representative, on ROAM-X indicators. The accompanying discussion

was moderated by Alicja Jaskiernia (University of Warsaw) and attended by Bissera Zankova (Media 21 Foundation) and Tomasz Komorowski (Polish National Commission for UNESCO). Participants also took part in the last round of parallel sessions, during which the focus was on the matter of mass communication, media history, new media, and the language of media. The round table discussion on the third day of the conference was dedicated to the contemporary Polish media landscape. The debate moderated by Janusz W. Adamowski was attended by Dariusz Ociepa (Polsat News) and Rafał Ziemkiewicz (“Do Rzeczy”).

The closing ceremony of the Congress was led by Alicja Jaskiernia; Michał Głowacki and Anna Jupowicz-Ginalska (University of Warsaw) made a summary of the discussions over the three days. It was announced that the 6th Congress of the Polish Communication Association will take place in Gdańsk in 2022.



Photo: Participants of the 5th Congress of the Polish Communication Association during the Closing Session

GENERAL ASSEMBLY OF THE POLISH COMMUNICATION ASSOCIATION

The General Assembly of the Polish Communication Association was organized during the second day of the conference. Members of the Polish Communication Association elected the authorities of the PCA. Iwona Hofman was re-elected the President of the Polish Communication Association. In addition, the General Assembly elected Michał Głowacki for the position of Editor-in-Chief of the *Central*

European Journal of Communication. The members of the Polish Communication Association elected the following members to join the PCA Executive: Małgorzata Adamik-Szysiak (Maria Curie-Skłodowska University in Lublin), Michał Drożdż (The Pontifical University of John Paul II in Kraków), Agnieszka Hess (Jagiellonian University), Katarzyna Kopecka-Piech (University of Wrocław), Małgorzata Łosiewicz (University of Gdańsk), Marek Mazur (University of Silesia in Katowice). Members of the Review Committee were also elected.

SOCIAL EVENTS

During the conference participants had a chance to visit to the Laboratory of Media Studies and take part in a guided tour of the Old Town of Warsaw. International researchers were invited to visit the POLIN Museum of the History of Polish Jews. Selected plenary sessions and round tables were illustrated by live graphic recorders: Magdalena Araźny and Dorota Kostkowska from the creative duo #THEINKERS.

Text: Dagmara Sidyk, Marlena Szytber

Photo by: Anna Zapolska-Downar, Paweł Brzeziński, the Faculty of Journalism, Information and Book Studies, University of Warsaw

Conference of the European Media Management Association (emma)

“Media Management and Actionable Knowledge: The Relationship between Theory and Practice”

Limassol, Cyprus, June 5–7, 2019

On June 5–7, 2019 Limassol, Cyprus hosted the annual conference of the European media Management Association (emma). The conference, entitled “Media Management and Actionable Knowledge: The Relationship between Theory and Practice” was organized by emma and the Cyprus University of Technology in collaboration with the Press and Information Office of the Republic of Cyprus. Over 30 panel sessions and two plenary sessions were organized. The focus on delivered presentation was on digital transformation, Big Data, consumer trends, copyright issues, brand management and competition of online platforms. Participants from various international research centre addressed the question of how media management research can affect the practice of media management and the decision-making processes.