

**LEXICON OF MEDIA TERMS AS AN ATTEMPT  
TO SYNTHESIZE THE KNOWLEDGE ABOUT THE  
MEDIASPHERE OF THE 21ST CENTURY FROM THE  
POLISH PERSPECTIVE<sup>1</sup>**

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**ABSTRACT**

The article presents the idea of a new “Lexicon of Media Terms” in Poland, showing important reasons for undertaking such a project. The preparation of the “Lexicon” is prompted, on the one hand, by the dynamic development of Polish and global media studies in the 21st century (its institutionalization in many research centers and universities, the development of professional and scientific periodicals, etc.), and on the other hand by the certain gap

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<sup>1</sup> “Lexicon of Media Terms” (“Leksykon terminów medialnych”) is an interdisciplinary project funded in the area of HUMANITIES – SOCIETY – IDENTITY under the program of the Minister of Education and Science called “Science for Society”.

in Polish publishing market (the last publications of this type were created in the middle of the first decade of this century), and thus at a different stage of development of the mediasphere. Being aware of the availability of multi-volume international publications and online encyclopedias on the publishing market, the authors recognize that the aim of the project is not only to provide a processual and interdisciplinary account of contemporary changes in the mediasphere, but above all – from the Polish perspective, to popularize and highlight the achievements of Polish scholars – media researchers and representatives of related disciplines. “Lexicon” will differ from the previous publications in terms of form – it will include a much larger number of entries (about 3000) and content, entering areas that are new in terms of technology (resulting in an exponential growth of entries related to Internet media and in general – digital media), also covering new phenomena, new research areas and results of achievements of numerous circles of media scholars.

**Keywords:** media studies, mediasphere, lexicon, achievements of Polish media studies

### *The Development of the Mediasphere and the Need for Media Knowledge*

Media studies in Poland – once defined as press studies understood as the science of mass periodical communication – has come a long way.<sup>2</sup> Initially, both in Poland and in the rest of the world, the science of public, media, or mass communication, and even more so the science of journalism, press or media studies did not constitute a science dominating over other sciences, but rather was influenced by other disciplines, adopting their paradigms and adjusting its object of interest and the methods of its study to them.

The nineteenth-century reflection on the print press in Poland was mainly bibliographical. In the following century the mainstream of reflection on journalism and the press drew on historical sciences and the theory of literature. Until the 1950s the study of the press usually meant the description of the history of individual newspapers and magazines published in a particular area or devoted to a particular subject. This stream of press research also included the preparation of biographies of outstanding journalists, editors and publishers, as well as the characterization of genres of expression or the analysis of outstanding journalistic texts, especially reports and columns, in literary and journalistic terms.

The following years saw a short-lived fascination with cybernetics, followed by a multi-year social science offensive in communication research – mainly in psychology and social psychology and also in sociology, initially in the phenomenological version with a special role for case studies, and later based on the representativeness paradigm. Empirical studies of media and communication conducted according to the American model dominated this area of science for many years. At the end of the twentieth century and the beginning of the twenty-first, political science probably became the dominant discipline for the study of media communication,

2 Tomasz Mielczarek’s new book (Mielczarek 2021) is devoted to the developmental paths and contemporary state of research theory and practice.

pushing the other disciplines into the background: this manifests itself primarily in explaining the phenomena occurring in the mediasphere with political factors.

In the 1960s, however, Europe (and Canada) saw a shift toward a semiotic-cultural orientation in media studies, and since the mid-1980s a lot of universities, including those in the United States, have offered attractive studies in cultural studies. Intensive development of such media studies occurred in Poland a decade later, which encouraged researchers from numerous disciplines to conduct extensive research described as cultural studies, especially on popular culture.

Nowadays, media studies has been an autonomous discipline of knowledge in Poland for a decade. A growing number of Polish researchers have been conducting systematic, multidimensional research on the sphere of public communication. Since the nineties of the 20th century there has been an unprecedented development of various forms of educating, upskilling and training journalists, editors, and specialists in advertising, public relations and press advocacy. At the beginning of this century, as reported in the “Base of Academic Institutions in Poland”, there are more than 30 different opportunities to study journalism, and in some centers (including Warsaw, Krakow, Katowice, Poznan, Rzeszow, Gdansk, Lublin, Lodz, Wroclaw) it is possible to study journalism at several different universities.

There has also been an institutionalization of academic life within Polish media studies. In addition to the Press Studies Commission of the Krakow Branch of the Polish Academy of Sciences, which has been active since 1973, the Media Studies Commission of the Polish Academy of Arts and Sciences in Krakow came into being in 2017. Since 2001, the Society for Journalism Studies has been active in Rzeszow, which has been supporting the development of journalism studies in Poland and abroad, especially in Ukraine. The Society realizes its goals by organizing educational, scientific, and cultural events. Since 2012 the Society has been publishing *Naukowy Przegląd Dziennikarski*. It is the first online scientific quarterly in Poland, available from the beginning in an electronic form with free access for everyone interested. It is on the list of scored journals kept by the Ministry of Education and Science. In 2007, the Polish Society for Social Communication was established in Wroclaw. Its basic goal is to support and promote the development of the science of communication and media. It brings together both theoreticians and practitioners of communication, academic teachers, researchers, journalists, public relations and advertising workers, opinion pollsters, political consultants, media advisors, business and media people, and economic and political marketers – all those who deal with various aspects of communication and media. In our country there is also an impressive number of scientific periodicals (among others: *Zeszyty Prasoznawcze*, *Studia Medioznawcze*, *Rocznik Historii Prasy Polskiej*, *Kultura – Media – Teologia*, *Dziennikarstwo i Media*, and the above-mentioned *Naukowy Przegląd Dziennikarski*) devoted to the problems of communication between people through the agency of various media.

The consolidation of academic discipline and the development of media and communication studies are accompanied by profound changes in the communication landscape. The development of media – and communication research and

theory – has always been shaped by specific social changes, as well as transformations in the spheres of technology, politics, and economics. The industrialization and urbanization of the West led to the emergence of mass society theory. The emergence of totalitarian political systems resulted in the development of propaganda theory. The wartime situation (and especially the concern to effectively harness the power of the media in the service of democracy while limiting its harmful effects) initiated research and the emergence of limited effects theory. And finally, the social unrest of the 1960s brought about a revival of interest in cultivation theory, the spiral of silence, and the establishment of the order of things.

Contemporary media create an amorphous, compelling symbolic space and, in ways previously unknown, enhance human experience and expand the scope of knowing and experiencing the world, as manifested in the media “overproduction” of competing aesthetic systems, discourses, narratives, and social images of the world. The 21st century mediasphere is a complex and sophisticated system of diverse media at every scale from sub-local to global that includes newspapers, magazines, non-periodical print publications, electronic broadcast media, and new online media including personal social media. This constant sociodynamic circulation of informational, persuasive, and entertainment content creates a network of diverse cultural codes and consequently a space for competing social knowledge systems, leading to expressive culture wars.

More and more often one can hear the argument – also in scientific and academic circles – that the time of encyclopedic and lexicon publications has irrevocably passed. Multi-source platforms such as Wikipedia or the Google search engine offer new – pluralistic and collective – ways of documenting and creating knowledge about the world. However, as Wolfgang Donsbach, author of the largest, 12-volume set, “The International Encyclopedia of Communication” and its one-volume concise version, aptly notes that when it comes to topics that are more important for our lives or work, topics that are crucial or even risky, we have to face the question which source we can rely on – be it for the news about important issues or knowledge. On the Web, everything looks pretty much the same, often fanciful and presumably “authoritative”. There is no visual or tactile authority against which to judge the news, as there was in the pre-digital world. The printed version of the Encyclopedia Britannica, which is now history itself, conveyed such an aura of the ultimate and best knowledge of everything. But with websites, it is often difficult to distinguish between professionals and amateurs, experts and activists, or neutral sources and PR (Donsbach 2015, p. XVII).

We, therefore, believe that we still need information based on verified sources, supported by the efforts of authorities in the field, knowledge that is not distorted due to lack of competence, ideological attitudes or hidden interests.

From a systemic point of view, the basic function of science is to provide society with the best possible verified knowledge of a given area, as this enables other subsystems to make rational decisions. On the other hand, if we look at the whole thing from the perspective of an individual, then scientific knowledge is the foundation of the psychological critical and control function of every human being, who

– we are convinced – wants to understand things, and therefore strives to know the causes and effects of phenomena and processes in order to use scientific knowledge in everyday life – because we want to know what the effects of taking certain decisions will be, whether it is about investments or allowing our children to use certain media and the content they offer (Donsbach 2015, p. XVII).

The globalization processes in communication – also in Poland – manifesting themselves in an increasing number and range of media, and a growing level of technical sophistication are one of the reasons for undertaking an attempt to comprehensively describe the fundamental features and effects of technological revolution in interpersonal communication in the Lexicon of media terms, which we are the editors of. In order to introduce its publishing concept it is worth sketching the background beforehand, i.e. previous projects of this kind in our country.

### *Media Dictionaries and Encyclopedias in Poland*

The idea of elaborating on the “Lexicon of Media Terms” is obviously not new. Over the past half-century several (at least six) publications of this type were written in Poland, covering the problems of mass media more or less broadly.<sup>3</sup> Half of them (Skrzypczak 1999; Pisarek 2006; Chudziński 2007) had more universalistic

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3 At this point, it is worth mentioning at least selected publications of a dictionary, lexicon, and encyclopedic nature that have appeared in the world and were devoted to the widely understood sphere of information and communication. It is appropriate, in our view, to begin with the four-volume work “The International Encyclopedia of Communications” edited by Erik Barnouw and George Gerbner. IEC, published in collaboration with the legendary Annenberg School of Communications at the University of Pennsylvania in 1989, which was probably the first attempt to review – and in many ways define – the broad field of communications. The encyclopedia clearly, comprehensively, and supported by the authority of knowledge (since the entries discussing so-called “milestones” in the development of media studies, e.g., cultivation theory, agenda setting, etc., were edited by the authors of those concepts themselves) covers all aspects and levels of communication – individual and institutional, cultural and technological, practical and theoretical – in every part of the world, though with a particular emphasis on the American perspective. IEC contains over 550 original articles written by distinguished world-renowned authors. Thousands of topics are covered in individual entries: from a simple physical gesture to speech, language, and the alphabet; from a fire signal to a space satellite; from a clay tablet to a microprocessor. Unlike other encyclopedias, IEC approaches each topic from the unique perspective of the field of communication, discussing the research and science of communication as well as the relationship of communication to many other disciplines – including anthropology, art, education, history, journalism, law, linguistics, literature, mathematics, philosophy, political science, psychology, religion, science and technology, and sociology. IEC – as the only source of information covering a wide range of disciplines – was in its time an indispensable source of information for students, researchers, teachers, professionals and ordinary readers, and an essential resource for any library. It should be added that among the experts involved in the realization of this work (as editorial adviser) Poland was represented by Walery Pisarek from the Press Studies Center in Cracow. In contrast, “The International

ambitions, i.e. covering all sectors of the media – old and new – and taking into account the broader context (legal, ethical, philosophical, psychosocial, economic or educational) of their functioning. Others focused either on one sector – the press (Maślanka 1976; to some extent also Żbikowska-Migoń and Skalska-Zlat 2017) or radio (Beliczyński 2007), or only on visual electronic media (Ogonowska 2006). The addressees also varied: two publications were more popularizing (Skrzypczak 1999), or even educational (Ogonowska 2006; Chudziński 2007), while others (Maślanka 1976; Pisarek 2006; Beliczyński 2007) were addressed to a wider circle of more sophisticated audiences – students, researchers, and practitioners – journalists and people employed in the media industry and advertising.

The oldest publication of this type in Poland was the “Encyclopedia of Knowledge about the Press” prepared in a long publishing cycle from the second half of the 1960s (Pisarek 1967) by associates of the Cracow Press Research Centre, edited by Julian Maślanka, and published by Ossolineum in 1976 (Maślanka 1976). On over 280 pages the book contains nearly 2000 entries by some 200 authors and indexes of foreign language terms in four languages (English, French, German and Russian). The publishing house preserved the formula of a specialist encyclopedia with the formula of a dictionary, containing not only extensive review entries, but also a number of short definition entries. The entries represent nine sections: general theoretical issues concerning knowledge of the press and journalists’ education, journalistic-editorial issues, journalistic genres and press typology, language in the press, graphic design, printing technology, economic issues, sociological and psychological issues. A great emphasis was placed on entries related to journalistic practice (“The Double Voice on Encyclopedia” 1976, p. 132). Although the reviewers (and the editors themselves) drew attention to certain shortcomings and deficiencies

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Encyclopedia of Communication”, published in 2008 and edited by Wolfgang Donsbach, is undoubtedly the largest and most comprehensive publication on interdisciplinary media studies as a science of the dynamically changing communication environment. This landmark collection of nearly 1,350 original entries in 12 volumes covering the knowledge, findings, and methodology of communication studies was published jointly by Wiley-Blackwell and the International Communication Association (ICA), i.e. the leading academic association of the discipline worldwide. The Donsbach Encyclopedia is divided into 29 editorial areas representing the major fields of communication research, each headed by a leading expert in their field. The editorial areas include: communication theory and philosophy, interpersonal communication, journalism, intercultural and intergroup communication, media effects, strategic communication/PR, communication and media law and policy, global media systems, and communication and technology. The entries were edited by an international team of distinguished scholars from around the world, representing the international nature of the ICA. The encyclopedia is multimedia in nature (a digital version is available). An abridged, one-volume version of it entitled “The Concise Encyclopedia of Communication” (2015) was also prepared. Among the encyclopedic publications devoted to journalism, media and social communication, it is worth mentioning the work edited by Donald H. Johnstone, “The Encyclopedia of International Media and Communications” (2003), which presents 220 individual articles in a very clear manner, and the “Encyclopedia of Communication and Information” (2002) edited by Jorge Reina Schement, published a year earlier (280 extensive entries organized into eight main sections).

(such as those concerning market phenomena, the effects of the scientific and technological revolution on the press, certain types of the press, the organizational and advisory function of the press, the overabundance of historical and press entries, etc.), the encyclopedia fulfilled a pioneering role, benefiting the Polish journalistic community. As Walery Pisarek points out in the Introduction to the Encyclopedia,

It is the first publication of its kind in Poland; a few foreign counterparts, which in fact began to appear only in recent years, have similar shortcomings, and at the same time usually cannot match its comprehensiveness of the subject matter and wealth of information. (Pisarek 1976, p. 12)<sup>4</sup>

Press issues also found a place among several sections of the recently published two-volume “Encyklopedia książki” (“Encyclopedia of Book”) (Żbikowska-Migoń, Skalska-Zlat 2017) in the form of comprehensive, cross-sectional entries (press – definitions, features, functions; history of the press; typology of the press; press genres; convergence of the press – media) edited by Walery Pisarek (thematic editor). This publication has an educational character.

“Słownik pojęć z zakresu radia i reklamy radiowej” (“Dictionary of Radio and Radio Advertising Terms”) was prepared by Jan Beliczyński (Beliczyński 2007). The author on nearly 200 pages included more than 1000 entries giving a compendium of knowledge about the radio. “In particular” – writes the author in the Introduction –

(...) the dictionary contains terminology in the field of radio research, programming, radio journalism, radio genres, production of a radio programme and broadcast, radio technology, new technology of broadcasting and programme distribution, radio advertising, planning and implementing advertising and promotional campaigns in the radio, economic aspects of radio station operations, functioning of the radio as an organization and management strategy of a radio institution”. (Beliczyński 2007, p. 5)

It also includes terms of professional language (and jargon) of radio professionals, mainly in the English language. The dictionary is addressed to employees of radio stations, advertising agencies, media houses and radio brokers and, on the other hand, to students of journalism, marketing and advertising (Beliczyński 2007, p. 6).

“Szkolny słownik mediów elektronicznych” (“The School Dictionary of Electronic Media”) (Ogonowska 2006), which contains over 1,500 entries in the field of electronic visual media, is clearly educational in nature and is intended as an aid to secondary school teachers and students, as well as students of the humanities and social sciences at universities. It is a kind of compendium of knowledge about

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<sup>4</sup> The author of these words chaired the Editorial Committee of the Encyclopedia and had an excellent understanding of the international publishing market: he was head of the Bibliographical Committee of the International Association for Media and Communication Research (IAMCR-AIERI) from 1970 to 1988, and also its vice-chairman from 1976 to 1988.

the media and media education – in particular in the field of cinema, film, television, video, computers and the Internet (also providing knowledge about figures associated with these fields). At the end of the Dictionary there is an alphabetical index of terms, which facilitates quick searching.

Chronologically the first universal publication, both in terms of its subject matter and audience, was “Popularna encyklopedia mass mediów” (“Popular Encyclopedia of the Mass Media”), edited by Józef Skrzypczak back in the late twentieth century (Skrzypczak 1999). On over 630 pages there were about 1800 entries, prepared by 32 authors mainly from the Poznań center, which generally, in the editors’ intention, were to illustrate the features of audiovisual culture shaped by mass media activity, in a philosophical, sociological or educational context. As we read in From the Editor,

(...) the most important concepts describing the world of mass media, the features that characterize them (technical devices, materials, types of messages), the specificity of mass media influence, the already observed effects of these influences and forecasts for the future in this regard were defined. (Skrzypczak 1999, p. 5)

In addition, there are entries on ethical and legal foundations of media activity, as well as rich factual material (on selected news agencies, press publications, radio and television stations, computer networks, and also television and radio personalities – presenters, journalists, artists, and bands; there is also information on selected media events and popular television series).

In 2006 “Słownik terminologii medialnej” (“Dictionary of Media Terminology”) was published, with Walery Pisarek as the editor (Pisarek 2006) and Zbigniew Bauer, Edward Chudziński and Kazimierz Wolny-Zmorzyński (originator) as co-editors. The publication, with the status of an academic textbook, was addressed mainly to academic researchers and students. The 25 authors, mainly from the Krakow scientific community, explained over 1200 terms from fourteen scientific sub-disciplines: theory of social communication, media studies methodology, pragmatics and communication, language in the media and rhetoric, typology of the media, telematics, economy and economics of the media, law and ethics, journalistic workshop and organization of the editorial office, journalistic genology, advertising and marketing, radio and television, printing and graphic design, organization and dissemination. In other words, this vocabulary refers to:

the means of communication used to express, store, process and transmit information, taking into account their technical, economic, political, legal, cultural, literary, linguistic, typological, etc. aspects. (Pisarek 2006, pp. V–VI)

Apart from the most numerous simple definitions, there are also advanced definitions, enriched with additional information, and finally, problem entries (the least numerous), more encyclopedic in character. The schemes of the latter foresaw, except for elements typical for the defining headwords, a possible extension of the



definition, a characteristic of the current state of affairs in the world and in Poland, a historical outline indicating developmental tendencies, possible legal regulations, and brief bibliographical information (Pisarek 2006, pp. VI–VII). However, the dictionary excludes entries that are common names. At the end of the Dictionary there is a bibliography of about 200 entries appearing in the defined headwords. A CD-ROM with the contents of the Dictionary is also included, allowing the reader to update the entries for their own use.

Not long after the above publication came out the “Dictionary of Media Knowledge” (Chudziński 2007), which was also primarily intended to contribute to media education at the secondary and higher levels<sup>5</sup> and covered all media. Far different from the lexicon was its publishing formula: on 476 pages 23 authors (both academics and practitioners) compiled a total of 28 extensive entries in the form of articles divided into eight thematic sections. As we read in the Introduction (Chudziński 2007, p. 5), these are terminological and methodological entries (related to media studies), historical (development of means of communication), civilization and culture (media convergence), genological (journalistic genres), linguistic and communication (journalistic rhetoric), technological, economic as well as legal and ethical ones. Apart from the historical outline there is also a multifaceted presentation of the state of the media in Poland at that time (i.e. in the second half of the first decade of the 21st century). Each separate article is enriched by an attached bibliography of the issue.

The above publications only exceptionally (Skrzypczak 1999; Ogonowska 2006) featured, at least to a larger extent, proper names – of institutions and persons, individual press titles or radio or television stations, films and TV series, etc. The editors were aware of how much this complicated the structure of the publication. One solution to this problem is, of course, a Who is Who type of publication or a media directory.

The Cracow Press Research Centre has repeatedly undertaken such projects. In 1984 the international biographical guide “World Directory of Mass Communication Researchers” edited by Walery Pisarek was published as the 17th volume in the series “Biblioteka Wiedzy o Prasie” (“Library of Press Knowledge”).<sup>6</sup>

Its 2nd edition (created with Polish-German cooperation) under the title “Who’s Who in Mass Communication” was published in 1990 in Munich (Fras 2019, p. 182). In the 1990s, already under the curatorship of the Jagiellonian University, catalogues edited by Sylwester Dziki and Włodzimierz Chorążki were published almost annually; first “Katalog prasy polskiej” (“The Catalogue of the Polish Press”) and since 1995 “Katalog mediów polskich” (“The Catalogue of the Polish Media”) (last edition 1999/2000). Somewhat similar publications, but of a regional nature,

<sup>5</sup> The co-publisher was School Publishing House (Wydawnictwo Szkolne PWN).

<sup>6</sup> This was possible because Press Research Centre belonged to the international network of regional communication research and policy centers (COMNET), established in 1973. Data collection began in 1982 at the IAMCR conference in Paris (Fras, 2019, s. 183).

appeared in the 1990s edited by Marian Gierula of the University of Silesia (Gierula, Jachimowski 2017, p. 69).

The above brief overview makes it clear that almost all such publications date from at least a dozen years ago, which, given today's pace of development of the medi-sphere as well as knowledge about media and social communication, is, to some extent, prehistoric. In 2006, there were no smartphones or tablets yet, which have revolutionized the way we use mass media in the second and early third decades of the 21st century.

### *Assumptions, Construction, Goals and Expected Effects of the new “Lexicon of Media Terms”*

It is the intention of the editors of the “Lexicon of Media Terms” that this project will differ from the previous ones in many ways – in reference to both its formal and substantive features.

Whereas the previous publications usually had 1000–1800 entries, our project will have 3000 entries (not counting cross-references). This means that we are entering new areas in terms of technology, which results in an exponential growth of entries related to the Internet and digital media in general, as well as that we are taking into account new phenomena, new research areas, and the results of work done by numerous media experts.

The main idea guiding the editors of the lexicon is the assumption that the past and present achievements of the world media studies should be looked at sympathetically but critically at the same time. One cannot limit oneself to popularizing foreign – even the best – concepts and research results, which resembles incessant and unproductive attempts to answer the question: *what does the world media studies bring to Polish science?* The time has come to show *what Polish media studies has contributed to the science of social communication, and especially what it can contribute in the future.* This is how – in short – we define the basic scientific goal of the lexicon. We are committed to:

- firstly, from a processual perspective, present contemporary changes also in a historical context;
- secondly, from the interdisciplinary point of view, present the achievements of the now autonomous science of communication against the background of achievements of other disciplines, with particular emphasis on the enormous progress of cognitive science, i.e. knowledge about processing of information coming from the senses and learning;
- thirdly, from the Polish perspective, highlight the extraordinary – and often underestimated – achievements of Polish philologists, linguists, sociologists, social psychologists, political scientists, and especially media experts of the younger generation in the field of research on journalism, media and social communication.

The expected social effect of the project will be – as we assume – the popularization (also abroad) of the Polish view and achievements in the development of knowledge in the mediasphere of our times, which, in our opinion, is of considerable importance in the era of ubiquitous mediatization of reality, as well as a rapid growth in the number of people working in the media industry and an increase in the possibilities of media and media studies education at universities.

It is worth answering the question: what is the significance of our project for the social development of the country or region, how will it influence the awareness of the society and how will it help the recipients? We believe that the lexicon as part of a larger project carried out by the Institute of Journalism and Media Communication of the University of Silesia, Society for Journalistic Studies, Independent Institute of Media Studies Thought, Press Research Centre of the Jagiellonian University in cooperation with numerous academic units in Poland can support policy makers and the state administration in making decisions in the field of media and social communication based on reliable sources of information, thorough knowledge, and many years of experience of prominent Polish media experts and representatives of other related scientific disciplines.

We are aware that social development in the 21st century – on every scale – has to do with the dynamically changing mediasphere, as contemporary media create chaotic symbolic space and, in ways previously unknown, enhance human experience and expand the scope of cognition and experience of the world, as manifested in the media “overproduction” of competing aesthetic systems, discourses, narratives, and social images of the world. Today we interact with a complex and sophisticated system of diverse media on every scale, from sub-local to global, a system that includes newspapers, magazines, non-periodical print publications, electronic broadcast media, and new online media including personal social media. This constant sociodynamic circulation of informational, persuasive, and entertainment content creates a network of diverse cultural codes and consequently a space of competing social knowledge systems, leading to expressive culture wars.

Because the communication environment of the 21st century generates new dangers for individuals, groups and the state community, we want our work to contribute to counteracting contemporary multidimensional threats that create barriers to social development. We believe that one of the most important ways to prevent negative social phenomena (often resulting from faulty communication) is to consolidate the public sphere in Poland based on a rational and pluralistic debate on issues important to the community. The lexicon, together with other elements of the project, is to serve the development of such an understood public sphere and it constitutes an important element of long-term scientific and expert activity of the representatives of several different academic disciplines and research areas.

We assume that the project will contribute to the dissemination of the Polish perspective and achievements in media studies, as well as to the popularization (also abroad) of the Polish view and achievements in the development of knowledge about the mediasphere of our times, which, in our opinion, is of considerable importance in the era of ubiquitous mediatization of reality, as well as a rapid

growth in the number of people working in the media industry and an increase in the possibilities of media and media studies education at universities.

The expected ways of disseminating the results of the project are important. The extended version of the lexicon will be available and systematically updated on the Cracow Media Studies Portal (edited by Kazimierz Wolny-Zmorzyński, Ryszard Filas and Paweł Płaneta), prepared in cooperation with the Institute of Journalism and Media Communication at the University of Silesia, Society for Journalistic Studies, Independent Institute of Media Studies Thought and Press Research Centre of the Jagiellonian University, which – as its authors plan – will serve the purpose of popularizing the methods, functions and achievements of Polish media studies, both in historical and contemporary terms. The editors of the lexicon and the portal, in cooperation with other research and academic centers, are planning to constantly monitor contemporary media studies in our country, which will make it possible to publish periodical reports on the state of research and a “knowledge map” of the science of journalism, the media, and social communication in Poland.

The results of these analyses – as we plan – will be enriched with reports on the place of Polish media studies in the international scientific discourse, with particular emphasis on the resonance of Polish media studies thought in the pages of foreign scientific journals, international cooperation and activity of Polish researchers, the presence of Polish research and academic institutions in international research teams, the international impact of Polish media studies journals and international results (media studies conferences in Poland).

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## STRESZCZENIE

### ***Leksykon terminów medialnych jako próba syntezy wiedzy o mediosferze XXI wieku z polskiej perspektywy***

Artykuł przedstawia ideę wydania w Polsce nowego „Leksykonu terminów medialnych”, ukazując ważne powody podjęcia takiego projektu. Do przygotowania „Leksykonu” skłania, z jednej strony, dynamiczny rozwój polskiego i światowego medioznawstwa w XXI wieku (jego instytucjonalizacja w wielu ośrodkach badawczych i szkołach wyższych, rozwój czasopiśmiennictwa branżowego i naukowego etc.), z drugiej zaś strony dostrzegalna luka na naszym rynku wydawniczym (ostatnie tego typu wydawnictwa powstały w połowie I dekady tego wieku), a więc na innym etapie rozwoju mediosfery. Mając świadomość dostępności na rynku wydawniczym wielotomowych wydawnictw międzynarodowych i encyklopedii internetowych, autorzy uznają, że celem projektu jest nie tylko procesualne i interdyscyplinarne ujęcie współczesnych zmian w mediosferze, ale przede wszystkim – z polskiej perspektywy, aby spopularyzować i uwydatnić dorobek polskich uczonych – medioznawców i przedstawicieli dyscyplin pokrewnych. „Leksykon” będzie się różnił od starszych wydawnictw pod względem formalnym – uwzględni znacznie większą liczbę haseł (około 3000) i merytorycznym, wkraczając na obszary nowe pod względem technologicznym (co skutkuje lawinowym przyrostem haseł związanych z mediami internetowymi i generalnie – mediami cyfrowymi), obejmując też nowe zjawiska, nowe obszary badawcze i rezultaty dokonanych liczących kręgów medioznawców.

**Słowa kluczowe:** medioznawstwo, mediosfera, leksykon, encyklopedia, dorobek polskiego/światowego medioznawstwa

