

## Zeszyty PRASOZNAWCZE

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### JOURNALISM EDUCATION. 64 YEARS OF *MEDIA RESEARCH ISSUES (ZESZYTY PRASOZNAWCZE)*. JUBILEE PANEL REPORT.

*The 6th Annual Conference “Knowledge-Communication-Action”, Jagiellonian University, Kraków, October 17–18, 2024.*

On October 17–18, 2024, the Institute of Journalism, Media and Social Communication of the Jagiellonian University hosted the 6th annual conference ‘Knowledge-Communication-Action’ entitled *Media Practices in the Digitised World*. The event was held under the honorary auspices of the Rector of the Jagiellonian University prof. dr hab. Piotr Jedynak and the Mayor of the Royal City of Kraków Aleksander Miszalski.

The conference celebrated the 25th anniversary of the Institute of Journalism, Media and Social Communication. The main theme of the event – media practices and competencies – was discussed in the context of the technological changes and their impact on the dissemination, processing and management of information, changes in the media professions in shaping the new order in an algorithmized environment as well as human participation in public discourses that create and intersect in online and offline spaces.

One of the highlights of the conference was a TV studio discussion on journalism education entitled *Journalism Education. 64 years of Media Research Issues (Zeszyty Prasoznawcze)*. The panel which celebrated the legacy of our journal, was organised on Friday, October 18, and led by the editor-in-chief of *Zeszyty Prasoznawcze* dr hab. Magdalena Hodalska, prof. UJ, and Weronika Saran – the member of the journal’s editorial board – to celebrate the 64th anniversary of *Media Research Issues*. The guests of the event were the members of the Scientific Board of *Zeszyty Prasoznawcze*: Professor Wayne Wanta from the University of Florida, the president of the Association for Education in Journalism and Mass Communication in 2006–2007 and a delegate for the World Journalism Education Congress; dr hab. Małgorzata Lisowska-Magdziarz, prof. UJ (Jagiellonian University), the chair of the Press Research Centre (Ośrodek Badań Prasoznawczych) who authored the first programme for educating journalists in Poland, and dr hab. Beata Klimkiewicz,

prof. UJ, who offered the international perspective of the issues raised during the Jubilee panel.

In the first part of the panel, dr hab. Magdalena Hodalska, prof. UJ, and Weronika Saran presented the history of *Media Research Issues* quarterly and the journal's impact, reflected in the most recent statistics.

*Media Research Issues* is one of the oldest academic journals in Central Europe. For the last 64 years it has published 260 issues, and almost 2500 articles, written in various languages such as Polish, English, German, and French. It has also published book reviews and conference reports.

The statistics for the last five years are equally satisfactory. Our journal has published almost 290 texts written by 310 authors (45 of the texts were written in English). Every single issue of our journal was published without a day of delay, at the end of each year's quarter. Over the last 5 years, the articles submitted to *Media Research Issues* have been reviewed by more than 220 external reviewers, including 130 professors and 90 doctors from 106 Polish and foreign universities, institutes and research centres. Every article submitted to our journal goes through a double-blind peer review process. The acceptance rate is 65%.

*Zeszyty Prasoznawcze* is a frequently cited journal. In October 2024, there were 327 references in the Scopus database, 251 in Web of Science and almost 4510 citations in Google Scholar (30.10.2024). The citation statistics of the journal are higher than the data of other leading Polish journals in the field of media and communication, reflecting the impact the journal has had on several generations of communication researchers and journalism educators.

For almost 7 decades the quarterly published articles written by some of the most prominent scientists involved in global media research, such as: Johan Galtung, Hamid Mowlana, James Halloran, Kaarle Nordenstreng, Mihai Coman, Hermann Boverter, Ian Connell, Shelton A. Gunaratne, Winfried Schulz, Michael Gallagher, Armand Mattelart, Fernand Terrou, John Willings, Luke Uka Uche, Tapio Varis, Tamas Szecskö, Tim Walters, Vladimir Holina, Colin Sparks, Slavko Splichal, Hans M. Kepplinger and Lutz M. Hagen, and hundreds of other famous researchers who authored outstanding pieces of their work in our journal. The rich tradition of *Media Research Issues* is built primarily by its authors. The journal published works of outstanding Polish scientists, such as: Władysław Bartoszewski, Roman Ingarden, Karol Jakubowicz, Krzysztof Kąkolewski, Zenon Klemensiewicz, Jerzy Łojek, Adam Przyboś, Jerzy Putrament Jerzy Toeplitz, and Melchior Wańkowicz, among many other. The articles that appeared in the journal have influenced media scholars worldwide and built the foundations of our discipline.

*Zeszyty Prasoznawcze / Media Research Issues* is a globally recognised journal, indexed in international databases, such as: ERIH PLUS (European Reference Index for the Humanities and Social Science), EBSCO, Google Scholar, CEEOL, (Central and Eastern European Online Library), CEJSH (The Central European Journal of Social Sciences and Humanities), DOAJ, Proquest Central, Index Copernicus International, Zeitschriftendatenbank (ZDB), and Norwegian Social Science Data Services (NSD).

*Media Research Issues* is also one of the first academic journals in Central and Eastern Europe that has become the subject of an academic monograph, entitled 'Zeszyty Prasoznawcze — content analysis (1957–2012). Methods, themes, authors', edited by Maciej Kawka, Ryszard Filas and Paweł Płaneta<sup>1</sup>. 472 pages of the monograph show the depth of the journal's research and its longstanding tradition.

Magdalena Hodalska and Weronika Saran spoke about the creation of the journal which was founded in 1957 under the title *Media Research Bulletin / Biuletyn Prasoznawczy* and its famous editor-in-chief – Professor Walery Pisarek, an architect of Polish media studies. Then, in chronological order, the panel moderators presented a list of historical events covered in *Media Research Issues*, focusing on the contexts of these events and on the way, they were analysed by the media scholars. Events included the election of Pope John Paul II in 1978, the attempted assassination of Pope John Paul II in 1981, the introduction of martial law in Poland in 1981, the Chernobyl disaster in 1986, the Polish Round Table Talks in 1989, the 1989 Polish parliamentary elections, the fall of the Berlin Wall in 1989, the formation of the Slovak Republic in 1993, awarding Wisława Szymborska the Nobel Prize in Literature in 1996, the Kosovo War (1998–1999), the September 11 attacks, Barack Obama presidential campaign in 2008, the death of John Paul II in 2005, the Smolensk plane crash in 2010, the wedding of Prince William and Catherine Middleton in 2011, the whistleblowing cases of Edward Snowden and Christopher Wylie, the Revolution of Dignity in Ukraine in 2014, Europe's migration crisis in 2015, the COVID-19 pandemic, COVID-19 vaccine development, the 2020 Black Lives Matter Protests, the January 6 United States Capitol attack, Russian invasion of Ukraine and climate change.

In the next part of the panel, Professor Wayne Wanta from the University of Florida shared his experiences and thoughts on the development of journalism education in the U.S. Professor Wayne Wanta is internationally known for his research on media effects (he is the author of *Krakow Cracow* he began his presentation with outlining the history and characteristics of journalism education in the United States, and then pointed out the changes that have occurred since the launch of the first journalism program in 1908, such as the advent of social media, Internet and Bots. He also discussed changes in news processing, mentioning confirmation bias and the resonance effect. To illustrate his argument, Professor Wanta showed various images circulating on the Internet, including photos of President Joe Biden and former President Donald Trump.

During his presentation Professor Wayne Wanta also discussed the potential effects of social media and current problems with news media, referring to issues such as *both sides-ism*, *what-about-ism*, *sane-washing* and *over-emphasis on timeliness*. He went on to explain what we need to teach future students, which is 1) to *call out disinformation*, 2) to *concentrate on important news, not just events*, 3) not to repeat

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1 M. Kawka, R. Filas, P. Płaneta (ed.). (2016). *Zeszyty Prasoznawcze – analiza zawartości (1957–2012)*

Metody, tematy, autorzy. Kraków.

lies. Professor Wayne Wanta concluded his speech by showing the importance of highlighting other news values.

The next part of the panel was devoted to journalism education in Poland. Dr hab. Małgorzata Lisowska-Magdziarz, prof. UJ, who created the first programme for educating journalists in Poland, 30 years ago, discussed the evolution of journalism education in Poland: what the first journalism education programme was like, how it evolved, what changes have taken place in the programme since its creation, and what the differences are between the way journalism students were taught in the past and today.

Dr hab. Małgorzata Lisowska-Magdziarz, prof. UJ, also explained to what extent changes in journalism education have been determined by the expectations of the media market, and how journalism education has changed with the advent of interactive media and participatory culture. Another topic raised in the conversation concerned journalism students. Professor Lisowska-Magdziarz discussed how the students – young journalists – have changed over the years and how their expectations, ideas about the profession, competencies and knowledge have evolved. Finally, Professor Lisowska-Magdziarz touched on the differences between journalism education in Poland and other countries, which led to another presentation in this panel, given by Professor Beata Klimkiewicz.

Dr hab. Beata Klimkiewicz, prof. UJ, discussed the problem of media literacy as part of *Media Pluralism Monitor* (MPM) – a tool developed by the Centre for Media Pluralism and Media Freedom (CMPF). Professor Klimkiewicz began her presentation by defining media literacy, and then presented and compared the 2024 and 2016 MPM results for this area. She also described three groups of sub-indicators within the media literacy indicator, such as *media literacy policies*, *media literacy activities* and *media literacy skills*, and then compared the sub-indicators based on the 2024 and 2017 results. Dr hab. Beata Klimkiewicz, prof. UJ, also paid attention to *media literacy skills* results from 2021 and 2024. The Professor's presentation was concluded with lessons from MPM regarding several European countries, including Estonia and Nordic countries, France, Germany and Poland.

The Jubilee Panel was a unique opportunity to praise the research of both Polish and international media scholars whose work contributed to the development of *Zeszyty Prasoznawcze*, and to present a long list of the journal's achievements. The special panel was also an invitation to another upcoming journal anniversary – the Sapphire Jubilee in 2025, when the journal will turn 65 years old.

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