

SCIENTIFIC CONFERENCE “THE CONTEMPORARY MEDIA 13. QUALITATIVE JOURNALISM”, LUBLIN, APRIL 27–28, 2022

April saw another edition of the Nationwide Scientific Conference, “The Contemporary Media 13. Qualitative Journalism”. The event was organized by the Institute of Social Communication and Media Sciences of the Faculty of Political Science and Journalism at Maria Curie-Skłodowska University in Lublin. The thirteenth conference of the series, conducted since 2008, was held on April 27–28 at the organizer’s headquarters. The conference was attended by more than 60 speakers from 21 Polish universities.

The organizing committee included Prof., Dr Habil. Iwona Hofman, Dr Habil., Prof. of the Maria Curie-Skłodowska University Danuta Kępa-Figura, Dr Karolina Burno-Kaliszuk, Dr Ewelina Górka, Dr Magdalena Pataj, and PhD students Alena Podviaskina and Mikolaj Bajew.

The topic of this year’s meeting was “Qualitative Journalism”. The research questions formulated by the conference organizers concerned the personal and textual media of qualitative journalism and the institutional and political context of its functioning, including: the constitutive features of the model of qualitative journalism, the properties of personal, textual and genre patterns that can be considered exemplary and the prevalence of their representation. Also included in the conference were the following topics:

- causes and consequences of the dystrophy of qualitative journalism, such as the information wars in the context of declining public trust in the journalism profession;
- signs of the departure from the model of qualitative journalism;
- awareness of journalist-practitioners as potential bearers of qualitative journalism;
- journalistic education and the education for media consumption.

The conference discussion took place as part of four plenary panels and five thematic sections, carried out during 12 meetings. The discussions were devoted to problematic qualitative journalism, types of qualitative journalism, genre studies and forms of expression, the competency of journalists, as well as legal and ethical questions.

The opening plenary session of the conference was conducted by Prof., Dr Habil. Ewa Maj (UMCS). The question “What is the quality of journalism?” was the focus of the paper delivered by Dr Habil., professor of the Rzeszow University Wojciech

Furman. The opposition "to have – to be" in the press (meta)discourse on quality journalism was considered by Dr Habil. Bartłomiej Maliszewski (UMCS). Prof., Dr Habil. Jan Kreft (PG) formulated theoretical conclusions about traditional and new qualities in journalism. The problem of ethics as a diagnostic tool for qualitative journalism was considered by Rev. Prof., Dr Habil. Michał Drożdż (UPJPII).

During the second plenary session, chaired by Prof., Dr Habil. Włodzimierz Mich (UMCS), speeches were delivered on the following issues: "Media criticism as an instrument of qualitative journalism: traditions, areas of research, challenges and conditions of effectiveness" (Dr Habil. Paulina Olechowska – USz); "Quality criteria as variables modeling journalistic discourse" (Dr Habil., Prof. of the University of Opole Marek Chyliński); "The role of qualitative journalism in communicating about science" (Dr Habil. Marcelina Zuber – UW). The continuation of the theme of qualitative journalism was found in the discussion of the third plenary session chaired by Prof., Dr Habil. Krzysztof Stępnik (UMCS).

The first topic – Problem-based qualitative journalism – was discussed in three sections. During the first section Dr Joanna Sosnowska (KUL) and Dr Aneta Wójciszyn-Wasil (KUL) presented audiovisual scientific journalism in the context of qualitative journalism; Dr Ilona Dąbrowska (UMCS) focused on the role of media in education.

The second section, led by Rev. Prof., Dr Habil. Wojciech Misztal (UPJPII), was about the role of journalism and journalists in creating a media image of religion and the influence of media on religion itself (especially Christianity).

The proceedings of the third section, chaired by Dr Habil., Prof. of the University of Gdańsk Anna Lusińska, consisted of speeches: Data visualizations vs. qualitative journalism on the example of Polish press publications around the UN climate conferences (Dr Ewa Modrzejewska, PhD student Dagmara Mateja – UW); Climate change and climate policy and the role of global media in qualitative reporting on transnational issues (Dr Bartłomiej Łódzki – UW).

The second issue discussed during the thirteenth edition of the conference – Types of qualitative journalism – was also organized in three sections.

During the proceedings of the first section, which was chaired by Monika Worsowicz, Dr Habil., Prof. of the University of Lodz, the following speeches were presented: "FRONTSTORY.PL as an example of an editorial board oriented exclusively towards investigative journalism" (Dr Dominika Popielec – UKW); "Raport o stanie świata" as an example of qualitative journalism (Dr Justyna Maguś – UMCS); "Slow down, get smarter". The concept of slow news on the example of the website Tortoise (Dr Marta Więckiewicz-Archacka – UWM); Analysis in the Onet portal – qualitative online journalism (Dr habil., Prof. of the University of Lodz Monika Worsowicz); Opinion and tabloid diaries in social media – engagement and information flow during the election campaign (Dr Kinga Adamczewska – UAM).

The second section, chaired by Prof., Dr Habil. Iwona Hofman (UMCS), brought together the following speakers: Dr Habil. Monika Grzelka, Dr Habil. Agnieszka Kula (Adam Mickiewicz University) – On the quality of citation in qualitative media (profiles of opinion weeklies in social media); Dr Habil., Prof. of the Maria Curie-Skłodowska

University Marta Wójcicka – "Reading between the media..." Independence March (2021) in media messages; Dr Habil., Prof. of the Jagiellonian University Marzena Baranska – Doxing and the rights of social media users; Dr Habil. Agata Opolska-Bieleńska (UW) – Human vs. media – coverage during a pandemic.

The third section of this series, chaired by Dr Tomasz Płonkowski (UKSW), included the following speeches: "Voice of America" as an American qualitative medium (Dr Rafał Kuś – UJ); The category of "sensitive narrator" in sound art broadcasts about the Shoah (Dr Joanna Bachura-Wojtasik – UŁ); "Everything that matters most" – a case study (Dr Tomasz Płonkowski – UKSW); VALUE AND QUALITY. The casus of cultural journalism (Dr Iwona Grodź – WSUS).

The next problem – Genre studies and forms of expression – was discussed in three sections. During the first section, the following topics were discussed: Initial and final delimiters in radio news services – a structural-pragmatic analysis (PhD student at the University of Lodz Michalina Pokorska); Qualitative journalism vs. genre patterns and their realization in sports journalism (Dr Habil., Prof. of the Lodz University Beata Grochala); Health, happiness and sweetness... Some reflections on the television wishing concert from the perspective of genre studies (Dr Aleksandra Kalisz, Dr Ewelina Tyc – UŚ); To travel and live in a train. Reportage travel books by Paul Theroux (Prof. Dr Habil. Natasha Ziolkowska-Kurczuk – UMCS). The section was chaired by Danuta Kępa-Figura, Dr Habil., Prof. of UMCS.

Also discussing the topic of genres were the participants of the section devoted to reportages. UMCS Professor Magdalena Piechota presented a portrait of the artist in contemporary reportage; Jagiellonian University Professor Wojciech Kajtoch delivered a papers on the reportages of Wojciech Pestka; Dr Habil. Klaudia Cymanow-Sosin (UPJPII) spoke about the Radio reportage; Dr Agata Fijuth-Dudek (UMCS) discussed serious journalism on the example of reportages by Paweł P. Reszka; while Dr Bogumiła Fiołek-Lubczyńska (UŁ) focused on television reportage.

During the third section devoted to the aforementioned topic, the following speeches were presented: Influence of confessional culture on qualitative journalism – Dr Katarzyna Zdanowicz-Cyganiak – University of Economics in Katowice); Individualization of style in contemporary popular science columnists (Dr Habil., Prof. of the Maria Curie-Skłodowska University Aneta Wysocka); What is called a columnist in media about video games? (Dr Habil. Krzysztof Kaszewski – UW); The world is spinning. Sports columns by Rafał Stec (Dr Patryk Iwańczyk – Pedagogical Regional Library named after the Commission of National Education in Lublin). The section was chaired by Dr Habil. Krzysztof Kaszewski (UW).

The next two sections were a meeting place for researchers interested in the competencies of journalists. The first section devoted to this topic included the following speeches: Service, entertainment, or civic service? Roles fulfilled by Polish journalists in the light of empirical research (Dr Habil., UAM Prof. Agnieszka Stępińska, Dr Kinga Adamczewska – UAM, Dr Ewa Jurga-Wosik – UKSW, Dr Bartłomiej Secler – UAM, M.A. student Denis Halagiera – UAM, M.A. student Daria Zadroźniak – UAM, B.A. student Karolina Łapińska – UAM); Robojournalism: from creator to "supervisor". Changes in the status of a journalist (Dr Habil., Prof.

of the Catholic University of Lublin Małgorzata Gruchoła, Dr Habil., Prof. of the Catholic University of Lublin Małgorzata Sławek-Czochra); Qualitative journalism and fact-checking. The multifaceted nature of contemporary editorial standards and journalistic practices in the aspect of information verification (Dr Anna Musialik-Chmiel – University of Economics in Katowice); Creation or processing? On the quality of information sources on portals and in the printed press – on the example of content published on the dziennik.pl portal and in the pages of “Dziennik Gazeta Prawna” (Dr Marta Jarosz – UKSW). The section was chaired by Dr Habil., Prof. of the Adam Mickiewicz University Agnieszka Stępińska.

The competence of journalists was also discussed during the section chaired by Dr Katarzyna Drąg (UPJPII): Dr Katarzyna Drąg (UPJPII) – Towards qualitative journalism at the turn of the 19th and 20th centuries – trope of competence; Dr Habil., Prof. of the Cardinal Stefan Wyszyński University in Warsaw Rafał Leśniczak – Qualitative journalism as seen by Luka Brajnović; Dr Jacek Wojsław (UG) – Daniel Passent’s skirmishes with history: in search of a journalistic personal model; Dr Habil., Prof. of the Cardinal Stefan Wyszyński University in Warsaw Krzysztof Stępiak – COVID-19: dilemmas of data journalists.

Speaking of qualitative journalism, conference participants could not avoid the problem of legal and ethical considerations. The section led by Dr Habil., Prof. of the Adam Mickiewicz University Barbara Sobczak included following speeches: Violation of journalistic ethics in the consciousness of media audiences on the basis of rulings of the Council of Media Ethics (Dr Habil., Prof. of the Adam Mickiewicz University Barbara Sobczak); Self-regulation of the media and qualitative journalism (Dr Paweł Urbaniak, UW); Influence of foreign capital on the printed press market in the Podkarpackie region in the years 1993–2020 (Dr Paweł Kuca, URz); Crowdfunding – a way for qualitative journalism? (Dr Elżbieta Pawlak-Hejno, UMCS); Radio 357 as an example of innovative use of modern technologies in journalistic work (Dr Wojciech Maguś, UMCS).

As every year, the papers delivered during the conference in the “Contemporary Media” series will become the basis of a multi-author monograph edited by Iwona Hofman and Danuta Kępa-Figura, and published by the UMCS Publishing House.

Alena Podviazkina

 orcid.org/0000-0002-2677-3517