

SUMMARY OF PROFESSIONAL ACCOMPLISHMENTS

1. Name and surname: Paulina Olechowska

2. Diplomas, degrees possessed – provide name, place and year in which it was received, also the title of PhD thesis.

[2011] – PhD in humanities with a major field of political science, awarded by the decree of the Faculty of Political Science and Journalism Council at Adam Mickiewicz University, Poznań on March 14th, 2011. Title of the thesis: *Akcesja Polski do Unii Europejskiej na łamach prasy regionalnej Ziemi Zachodnich*, (*Poland's accession to the European Union in the regional press of the Western Lands*), written under the supervision of prof. dr. hab. Andrzej Sakson. The Thesis Reviewers: prof. dr. hab. Bogdan Koszel and prof. dr. hab. Józef Fiszer. Main part of the Thesis was published as a monograph *Akcesja Polski do Unii Europejskiej na łamach prasy regionalnej Ziemi Zachodnich*, Szczecin University Press, Szczecin 2012, ISBN 978-83-7241-914-9, ISSN 0860-2751, pp. 284.

[2004] – Master of Arts in Sociology (major: mass communication and means of mass broadcasting) acquired following standard 5 year-long cycle of Master Degree studies at the Historical Faculty of Szczecin University (from 1999 till 2004); M.A. thesis *Implikacje społeczne akcesji Polski do Unii Europejskiej* (*Social implications of Poland's accession to the European Union*), thesis supervisor prof. dr. hab. Robert B. Woźniak.

[2002] – Master of Arts in Political Science and Social Sciences (Major: European integration), acquired following standard 5 year-long cycle of Master Degree studies at the Faculty of Humanities of Szczecin University (from 1997 till 2002); M.A. thesis *Instytucja Ombudsmana w Unii Europejskiej* (*Ombudsman as an institution in the European Union*) under the supervision of prof. dr. hab. Bogdan Szajkowski.

[other: 2007–2008] – post graduate studies „Poprawna polszczyzna w praktyce” (*Proper Polish in Practice*), studies supervisor prof. dr. hab. Ewa Kołodziejek.

3. Information about the history of employment in scientific units.

From **October 1st, 2011** I am employed as adjunct lecturer in the Department of Media and Communication of the Polish, Cultural Studies and Journalism Institute at the Faculty of Philology of the University of Szczecin; **between October 2009 and September 2011** I had been employed at the same unit as teaching and research assistant.

Between **2011 and 2013** I also worked as adjunct lecturer at the Journalism and Social Communication Institute of the Higher School of Humanities by the Society for Universal Knowledge in Szczecin (*Instytut Dziennikarstwa i Komunikacji Społecznej Wyższej Szkoły Humanistycznej Towarzystwa Wiedzy Powszechnej w Szczecinie*).

Before accepting the research and teaching post in 2009 I worked as the Press Spokesperson of the Szczecin University (**2004–2005**); next as administrative assistant in the PR and Information Office of the same University (**2005–2009**). Concurrently with the research and teaching post I was also employed as a chief specialist by the Support Office of

the Regional Assembly of Zachodniopomorskie Voivodship (Presidial Department of the Voivodship Marshall Office).

I. The indication of achievement according to art.16 point 2 of the Act of March 14th, 2003 regarding academic degrees and academic title and degrees (Dz. U. nr 65, poz. 595 ze zm.):

a) title of an academic achievement:

MEDIA AND TRANSBOUNDARY COMMUNICATION ON THE POLISH–GERMAN BORDERLAND

– a series of 16 thematically linked publications.

b) publications included in the academic achievement requirement:

[1] Olechowska P. (2018), *30 lat dwujęzycznego czasopisma „Dialog. Magazyn Polsko–Niemiecki” (studium monograficzne)*, „Rocznik Historii Prasy Polskiej” nr 4/2018, p. 45–67 [part B of the Ministry of Science and Higher Education list of scientific publications – 11 points in 2017].

[2] Olechowska P. (2017), *„Mosty nad granicą”. Polsko–Niemiecka Nagroda Dziennikarska w latach 1997–2015*, University of Szczecin Publishing House, Szczecin 2017, pp. 394, ISBN 978-83-7972-162-7, ISSN 0860-2751 (publishing reviewer dr hab. Krystyna Doktorowicz, University of Silesia associate professor).

[3] Olechowska P. (2016), *Dziennikarstwo transgraniczne na Pomorzu Zachodnim po 1989 roku – wydawcy, tematyka, perspektywy rozwoju*, [in:] *Ciągłość i zmiana. 70 lat mediów masowych na Pomorzu Zachodnim*, (ed.) J. Kania, P. Olechowska, Stanisław Staszic Pomeranian Library in Szczecin, Szczecin 2016, p. 169–211.

[4] Olechowska P. (2016), *Regionalne rozgłoszenie publicznego radia wobec komunikacji międzynarodowej i międzykulturowej. Studium przypadku na przykładzie twórczości Zbigniewa Plesnera (Polskie Radio Szczecin)*, [in:] *Przyszłość dziennikarstwa radiowego*, (ed.) J. Kania, J. Kreft, B. Nierenberg, Jagiellonian University Publishing House, Kraków 2016, p. 89–102.

[5] Olechowska P. (2016), *Europa – Polska – Niemcy. Wielowymiarowość eseju na przykładzie „Magazynu Polsko–Niemieckiego DIALOG”*, [in:] *Współczesne media. Gatunki w mediach. Prace dedykowane Profesor Marii Wojtak, tom I: Zagadnienia teoretyczne. Gatunki w mediach drukowanych*, (ed.) I. Hofman, D. Kępa–Figura, Maria Skłodowska–Curie University Publishing House, Lublin 2016, p. 393–414.

[6] Olechowska P. (2016), *Polska i Niemcy – medialne obrazy z początku lat 90. ubiegłego wieku na przykładzie „Gazety Zachodniej – Westzeitung”*, „Myśl Ekonomiczna i Polityczna” nr 2/2016, p. 217–246 [part B of the Ministry of Science and Higher Education list of scientific publications – 13 points in 2016].

[7] Olechowska P. (2015), *Rola i znaczenie mediów w kształtowaniu obrazu polsko–niemieckiego pogranicza w latach 90. XX wieku (na przykładzie „Gazety Pogranicza” – dodatku do „Gazety Wyborczej”)*, „Acta Universitatis Lodzianis. Folia Litteraria Polonica” nr 2/2015, p. 173–188 [part B of the Ministry of Science and Higher Education list of scientific publications – 12 points in 2015].

- [8] Olechowska P. (2014), *Transgraniczne projekty medialne na przykładzie polsko-niemieckiego pogranicza – studium rozwoju od 1989 roku po współczesność*, „Rocznik Bibliologiczno-Prasoznawczy” (Press and Library Studies Yearbook) volume 6/14, 2014, p. 259–272 [part B of the Ministry of Science and Higher Education list of scientific publications – 4 points in 2014].
- [9] Olechowska P. (2014), *Koszalińskie – pamięć i tożsamość regionu pogranicza na przykładzie dokumentów radiowych Jolanty Rudnik (Polskie Radio Koszalin)*, [in:] *Media koszalińskie w umacnianiu tożsamości lokalnej*, (ed.) J. Kania, Koszalin University of Technology Publishing House, Koszalin 2014, p. 315–346.
- [10] Olechowska P. (2014), *Dziennikarstwo transgraniczne na przykładzie polsko-niemieckiego pogranicza*, [in:] *Międzykulturowe aspekty działalności mediów w epoce globalizacji*, (ed.) J. W. Adamowski, A. Jaskiernia, t. 24, Institute of Journalism, University of Warsaw, Warszawa 2014, p. 169–184.
- [11] Olechowska P. (2014), *Dialog międzynarodowy: o wartościach w mediach i wartościowych mediach na przykładzie tekstów prasowych z polsko-niemieckiego pogranicza*, [in:] *Współczesne media. Wartości w mediach*, (ed.) I. Hofman, D. Kępa-Figura, t. 1, Maria Skłodowska-Curie University Publishing House, Lublin 2014, p. 205–220.
- [12] Olechowska P. (2014), *Media w wielości przestrzeni polsko-niemieckiego pogranicza. Rozważania na temat pojęć „granica” i „inność” w świetle teorii „trzeciej kultury” Freda Casmira*, [in:] *W Polsce i poza jej granicami. Media w XX i XXI wieku*, (ed.) A. Frankowiak, M. Rólkowska, J. Szydłowska, Center of Human Sciences. University of Warmia and Mazury in Olsztyn, Olsztyn 2014, p. 9–26.
- [13] Olechowska P. (2013), *Rola mediów w komunikacji międzynarodowej na przykładzie wydarzeń frankfurckich z 1995 roku*, „Politeja. Pismo Wydziału Studiów Międzynarodowych i Politycznych Uniwersytetu Jagiellońskiego” nr 25/2013, p. 501–518 [part B of the Ministry of Science and Higher Education list of scientific publications – 8 points in 2013].
- [14] Olechowska P. (2013), *Media jako narzędzie w dialogu międzykulturowym na przykładzie polsko-niemieckiego pogranicza. Współpraca redakcyjna „Gazety Lubuskiej” i „Lausitzer Rundschau”*, [in:] *Media w edukacji. Obszary lokalności – różnorodność współczesności*, (ed.) A. Roguska, Foundation for Children and Teenagers „Szansa” (“Chance”), Siedlce 2013, p. 115–139.
- [15] Olechowska P. (2012), *Dziennikarstwo transgraniczne na przykładzie powiatu świnoujskiego*, „Edukacja Humanistyczna” nr 2/2012, p. 168–180.
- [16] Olechowska P. (2011), *»Afera bułkowa« w opiniach polskiej i niemieckiej prasy – jako przykład roli mediów w komunikacji międzynarodowej*, [in:] *MEDIA – czwarta władza?*, (ed.) J. Sobczak, W. Machura, vol. 3, part I, Scriptorium Publishing House, Poznań–Opole 2011, p. 203–217.

c) description of the research goal of the above mentioned work with achieved results and applications:

RESEARCH AREA

A series of publications devoted to transboundary media and communication on the Polish–German borderland stems from research completed in the pre-accession period and targeting regional daily periodicals of Western Poland (PhD dissertation / content analysis and interviews with journalists dealing with the EU) with stable focus on Polish–German relationships both before and after the EU referendum campaign.

The borderlands are specific for acting as crossroads of various streams of influence and impact. Their natural characteristics is transborderism, meaning the process of free flow of people, cultural artifacts, values, ideas and blueprints for life standards. There are many dimensions to transborderism which have so far been mainly the subject of sociological research. My research includes the area of socio-political and cultural activities within the impact made by the Polish–German relationships on the means of mass-media.

My task became to test the international communication – up to now hierarchical and submitted to state or national agenda – against its local/regional dimension where the information circulates on a much smaller scale. That is where the media-described events, opinions and values relate often to the everyday lives of inhabitants of the Polish–German border region.

Such depiction of research focus has been absent from the Polish scientific discourse, therefore the goal was to bring it into light and to fill up the terminological void. One of the results of several years of diligent research is the definition of transboundary media and communication, as follows: the means of mass media and the flow of information existing in at least two contiguous states which fulfill the consecutive criteria relating to: a) the organization of editorial teams where the work outcomes are resulting from common formal or informal efforts by journalists from the respective countries; b) the territorial scope – must be published within the border region; c) form bilingual or multilingual products; d) subject area relate to the border area, located along the state's border and inhabited by multicultural communities" *Transgraniczne projekty medialne na przykładzie polsko-niemieckiego pogranicza – studium rozwoju od 1989 roku po współczesność* [8].

TIMEFRAME, DETAILED SCOPE OF RESEARCH AND METHODOLOGY

I began my research on transboundary media and communication within two years following my PhD diploma. The period chosen for analysis stretched between 1987 and 2017. It was divided into two segments: first, the research on transboundary qualities of media, namely: organizing the production process of a broadcast, transboundary form and content based on the analysis of the media from the Polish–German borderland as well as the national media („*Dialog. Magazyn Polsko-Niemiecki*” / *Dialog. The Polish-German Magazin*). Second, the transboundary communication, illustrated by the institutionalized form of external strategic communication (the **Polish–German Press Award**) and the self-regulating press institution (**Polish–German Club „Under Stereotypes / Unter Stereo-Typen”**).

THEMATIC SCOPE	TIME FRAME	RESEARCH METHOD
Polish-German borderland media and transboundary media		
„Gazeta Zachodnia – Westzeitung”	1990–1995	Content analysis/interview
„Gazeta Pogranicza”	1994–1996	Content analysis
„Gazeta Lubuska – Lausitzer Rundschau”	1997–2000	Content analysis
Media events: „Bread roll Affair”, „Frankfurt events”	1993–1996	Comparative content analysis
Regional public radio broadcasting stations – the works by journalists: J. Rudnik and Z. Plesner	1998–2015	Content analysis, interview
„Przez Granice”	2012–2013	Content analysis
„Transodra”	2014	Comparative content analysis
Balticportal.pl Uznam bez Granic (Swinemünde Grenzenlos), „Swinujście. Bezpłatna Gazeta Turystyczna”, „Ostsee – Zeitung”	2008–2012	Content analysis, interview
Other: „Kurier Szczeciński / Nordkurier”, „Euroregion Pomerania”, „Pogranicze”, „Jeden dzień od Szczecina”, „Gazeta Chojewska”, „Most – Die Brücke”, „Pogranicza”, „Pro Libris”, „Region Europy”, and „Twój Region Europy”, „Profil. Słubfurt”, „Ziemia Kłodzka – Od Kładzkiego Pomezia – Glatzer Bergland” (Polish-Czech-German), PR Szczecin and „Radio Pomerania”, Szczecin State Television (collection of recorded broadcasts); Pogranicze.de, Pogranicze24.info, Transodra-online	from 1989	Description, content analysis, interview
Institutional forms of strategic external communication and self-regulating media institutions of the Polish-German borderland		
The Polish-German Press Award	1997–2015	Comparative content analysis, interview, participant observation
The Polish-German Club „Under Stereotypes / Unter Stereo-Typen”	from 1991	Source document analysis, interview
Transborderism in national media		
„Dialog. Magazyn Polsko-Niemiecki”	1987–2017	Discourse analysis, interview

The series of thematically binding publications exhibit an interdisciplinary character. The monograph satisfies the conditions for a typical political science and media study. Some of the articles deal with the socio-cultural background which results from the complexity of the researched problem: heterogenic form and content of the studied media and the different kinds of publisher/broadcaster cooperation in neighboring countries. I also consider the system of factors influencing the creation, lifespan and development of the described media and communications. Syntax-wise the majority of texts is based on: 1) content and form analysis; 2) interviews with Polish and German journalists; 3) library research followed by source document analysis – in the case of the above mentioned monographic studies.

The degree of media transborderism is influenced by four distinctive features of communication which have been isolated in my study. First of all, the method of producing a particular media release, described by the type of cooperation among publishers/broadcasters from neighboring countries. Second and third are the forms and content of a release and their functionalities. Thus described features include the analysis of mutual feedbacks between the borderland media and their building blocks. Feedback includes: personal press contacts among Polish and German journalists (Polish-German Club „Under Stereotypes / Unter Stereo-Typen”); the exchange of information/skills/experience among the journalists and their publishing/broadcasting houses (team cooperation); the transboundary product – new meanings and values produced in the process of shaping Polish-German borderland (content analysis including the descriptive and the normative perspective); conflicting situations – the role and impact of the media covering them.

The first studied distinction is the method of organizing the production of a transboundary message, shaped by the typology of cooperation forms between publishers/broadcasters coming from neighboring countries and serving as an important element describing the degree of deterritorialization in communication of borderlands. Based on the research conducted conclusions on the variety of blueprints for transboundary media can be drawn, starting from the basic ones, such as informing about events in the neighboring country (e.g. the M&M Solutions S.C. media platform. *Dziennikarstwo transgraniczne na przykładzie powiatu świnoujskiego* [15]), by the mutual exchange of material (e.g. „Gazeta Wyborcza” and „Märkische Oderzeitung” *Rola i znaczenie mediów w kształtowaniu obrazu polsko-niemieckiego pogranicza w latach 90. XX wieku (based on „Gazeta Pogranicza” – a supplement to „Gazeta Wyborcza”)* [7]), and finishing with a joint production of content (e.g. „Radio Pomerania” „*Mosty nad granicą*”. *Polish-German Press Award between 1997–2015* [2] and *Regional public radio broadcasting stations on international and intercultural communication Case study of the works of Zbigniew Plesnar (Regionalne rozgłoszenie publicznego radia wobec komunikacji międzynarodowej i międzykulturowej. Studium przypadku na przykładzie twórczości Zbigniewa Plesnera (Polish Radio Szczecin)* [4]). Additionally the cooperation of media coming from different countries may have a formal character (Bernd Blöbaum calls it ‘structural’¹) or informal. As research shows, the descriptions of the forms of Polish-German borderland media cooperation prove their flexibility and the typologies indicated are mutually supplementary.

The search of the first Polish-German media projects after 1989 brought me to the discovery of an unnoticed title „Gazeta Zachodnia – Westzeitung”(“*Western News*”), a commercial undertaking of a Polish publishing house („Fo-Press” from Wrocław) and a German one (Dieter Breuer Verlag from Wiesbaden) – with the article: *Polska i Niemcy – medialne obrazy z początku lat 90. ubiegłego wieku na przykładzie „Gazety Zachodniej – Westzeitung”* [6]. The transboundary character of this project was exhibited by: bi-nationality of an editorial team, trans border impact (distribution in Poland and Germany), bilingual form

¹ Blöbaum B. (1999), *Europäische Grenzen und journalistische Grenzen. Medienkooperationen in europäischen Grenzregionen und das Problem europäischer Öffentlichkeit*, [in:] *Steuerungs- und Regelungsprobleme in der Informationsgesellschaft*, K. Imhof, O. Jarren, R. Blum (ed.), Opladen/Wiesbaden, p. 42.

and bilateral subject matter (context). The 1990 press project is an example of how Polish and German journalists see the development potential and the necessity of acting within the media space of both countries. Main media tasks included: leading up to an agreement, neutralizing potential conflicts, and explaining intentions of both sides in a difficult dialogue of nations marked by history. Another major task was to initiate a multicultural national heritage of lands with a disputed Polish claim as it had been disputed in certain political circles, before signing *The Polish–German Treaty of Good Neighbourship and Friendly Cooperation* of 1991.

Having completed the analysis of Polish–German borderland and transboundary media after 1989 one may conclude that an important element of conducting and succeeding in dialogue between them is formalizing the ties of cooperation which bound them together. Institutionalized forms of sharing Polish–German information, as proved by the “Polish–German Club „Under Stereotypes” becomes a tool paving the way to an agreement, neutralizing animosities and explaining intentions of both nations in dialogue.

Another studied distinction was the content of transboundary media reporting which stemmed from natural needs of informing about the unknown, monitoring as well as creating acts of communication among people inhabiting the Polish–German borderland after 1989. Based on qualitative research (content analysis) I have attempted not only to answer questions about subject areas, (descriptive analysis), but next also, about functions carried by studied reports (normative perspective). In my series of common–theme publications I emphasize how inclusive the researched reports are in terms of more in–depth information and “empathic” journalism bridging two neighboring communities². Transboundary media are therefore the means of cultural transmission, multipliers showing all factors bringing the Polish–German relationships closer together.

A good example of a typically transboundary press project is the cooperation of editing teams of „Gazeta Lubuska” and „Lausitzer Rundschau” (1997–2000) *Media jako narzędzie w dialogu międzykulturowym na przykładzie polsko–niemieckiego pogranicza. Współpraca redakcyjna „Gazety Lubuskiej” and „Lausitzer Rundschau”* [14]. In this case the selection of content analysis units of a monthly magazine was set in a subject–oriented and normative perspective (elements of regional education by M.S.Szczepański). The latter resulted from an ideological assumption by Polish and German publishers who understood the Lubuskie–Brandenburg area as culturally homogenous, only divided by a state border following the Second World War. Researched reports characterize the valorization of dialogue and cooperation as a *sine qua non* condition for borderland communication processes. Map of the thematic analysis is completed by a slightly different thematic character of the „Gazeta Pogranicza” (“Borderland News”) *Rola i znaczenie mediów w kształtowaniu obrazu polsko–niemieckiego pogranicza w latach 90. XX wieku (based on „Gazeta Pogranicza” – a supplement to „Gazeta Wyborcza”)* [7]. It is a result of cooperation between the Polish („Gazeta Wyborcza”) and the German (Brandenburg daily „Märkische Oderzeitung”) publishers. It is also filling in the informational gap of the Polish–German borderland communication space, mainly in the area of economy and infrastructure.

One of the elements of research on the international communications of two states are media events perceived as communication acts of special magnitude, deriving themselves from the media–oriented logic (interest in conflicting situations). In the history of Polish–German relationships the following events can be classified as such: the activity of the Union of the Expelled under the leadership of Erika Steinbach (1998–2014) or the so–called “Potatoe Affair) (2006). Borderlands where clashes of different opinions and consequently crisis and conflict situations are both assumed as natural there have also been other similar

² Pesic M (2007), *Rola mediów w informowaniu o różnorodności*, [in:] *Multikulturalizm w sferze mediów*, (ed.) M. Ratajczak, Wrocław, p. 152.

events, well rooted in the minds of both Polish and German journalists: the so-called "Bread roll affair" (1993–1996), *»Afera bułkowa« w opiniach polskiej i niemieckiej prasy – jako przykład roli mediów w komunikacji międzynarodowej* [16] and „Frankfurt events” from 1995) *Rola mediów w komunikacji międzynarodowej na przykładzie wydarzeń frankfurckich from 1995* [13]. Based on comparative analysis I have described the roles played by Polish and German media in reporting events, indicating differences in their interpretation. In both cases the reports were characterized by a certain level of emotional involvement coming from differences significant for explaining the culture-based cognitive styles. In the “Bread roll Affair” the media have emphasized national tensions and contradictions (still present in the themes of Polish borderland dailies—as shown in my article *Pogranicze polsko-niemieckie w nagłówkach prasowych wybranych regionalnych dzienników jako przykład tabloidyzacji treści* (22) (appendix. 3, habilitation publication list). A slightly different role was played by the media in „Frankfurt events”, going beyond traditional media functions and becoming a forum for information exchange between the Polish and German diplomatic services – in essence contributing to the effective conflict resolution (leaving the model of „relay media” to the advantage of „engagement media”). It was events such as these and journalists gathered around the Polish–German Club „Under stereotypes” which initiated a public debate about the role of borderland media in two states in acquiring, exchange, processing and producing information relating to transboundary processes and phenomena, placed in political, social, economic and cultural contexts.

Another part of research in the form of the media and borderland regions communication functional analysis was anchored in the “Third Culture–Building” theory by Fred Casmir as a model of interactions between representatives of different cultures and systems³. Content analysis of a monthly magazine „Przez Granice” („Accros Borders”) *Media w wielości przestrzeni polsko-niemieckiego pogranicza. Rozważania na temat pojęć „granica” i „inność” w świetle teorii „trzeciej kultury” Freda Casmira* [12] (in geographical and chronological order) shows the presence of Casmir’s doctrinal assumptions. The authors of studied texts do not attempt to eliminate conflicts or mutual misunderstandings at any price, but rather are more inclined to neutralize them, proving that by keeping one’s identity, an idea of mutual understanding and respecting differences, is possible. It is the same idea which exhibits eight communication axes to become metaphors of borders, bridges, meetings and getting to know one another, as well as neighborhood–partnership–cooperation. These conclusions take their source from yet another comparative content analysis of Polish and German press „Transodra” *DIALOG międzynarodowy: o wartościach w mediach i wartościowych mediach na przykładzie tekstów prasowych z polsko-niemieckiego pogranicza* [11]. It proves that communication and dialogue in the contiguous areas of two states can be based on partnership, cooperation and mutual trust.

In describing of the roles and significance of the media in transboundary communication one could not omit the public media which might act as the middle–man in cooperation with neighboring editing boards on the other side of the border and in agreement with the inhabitants of culturally distinctive borderlands, due to their geographical location–closest to the border. The local media variety created by international and transboundary qualities were illustrated by the description of skills and legacy of radio broadcaster Jolanta Rudnik, *Koszalińskie – pamięć i tożsamość regionu pogranicza na przykładzie dokumentów radiowych Jolanty Rudnik (Polish Radio Koszalin)* [9] and Zbigniew Plesner, *Regionalne rozgłoszenie publicznego radia wobec komunikacji międzynarodowej i międzykulturowej. Studium przypadku na przykładzie twórczości Zbigniewa Plesnera (Polish Radio Szczecin)* [4]. Despite distinctive interests in time and space dimension of a borderland, their legacy can

³ Casmir F. (1995), *Budowanie trzeciej kultury: zmiana paradygmatu*, [in:] *Komunikacja międzykulturowa zblżenia i impresje*, (ed.) A. Kapciak, L. Korporowicz, A. Tyszka, Warszawa, p. 40.

be inscribed in the intercultural dialogue with a multifaceted and multi-level identity of a borderland. In the case of the Szczecin branch of the Polish State Television, the answer to the question about a role of a public broadcaster in borderland communication was found in the article *Telewizja Polska Szczecin* (15) (appendix. 3, list of habilitation published works).

Based on the content analysis of some selected media it can be concluded that the grounds for every transboundary cognition and understanding is a *dialogue*. It's execution is influenced by four major internal factors (seen as elements bounding cooperating journalists / publishers / broadcasters together) and external factors (impacting the former ones). Among them are the following factors: political and legal (eg. Bilateral treaties supporting media cooperation, as proven by art.21 of the *The Polish-German Treaty of Good Neighbourship and Friendly Cooperation* of 1991); cultural (differences in language or press culture—mainly organizational structures and job ethics); economic and technological (for example asymmetrical potentials of cooperating Polish and German public broadcasters; the European Territorial Cooperation programs are an instrumental impuls in developing transboundary media, eg. "Radio Pomerania"; social and job-related (eg. "transboundary competences" of journalists—reflections on that subject are conducted in the context of educating borderland journalists in the the article entitled *Regionalne rozgłosnie publicznego radia wobec komunikacji międzynarodowej i międzykulturowej. Studium przypadku na przykładzie twórczości Zbigniewa Plesnera (Polskie Radio Szczecin [4])*). These factors create a system characterized by connections, mutual influence and feedback. The holistic approach to all factors allows for a description of transboundary media and journalism development.

The following overview articles summarize the 1989–2015 developments of transboundary journalism of the Zachodniopomorskie (West Pomeranian) Voivodship, categorize press releases, radio and TV broadcasts as well as local press („Bridge – Die Brücke”, a supplement to „Przegląd Cedyński”) and special interest press such as the bi-monthly cultural magazine “Pogranicza” („Borderlands”): *Dziennikarstwo transgraniczne na Pomorzu Zachodnim po 1989 roku – wydawcy, tematyka, perspektywy rozwoju* [3], *Transgraniczne projekty medialne na przykładzie polsko-niemieckiego pogranicza – studium rozwoju od 1989 roku po współczesność* [8] and *Dziennikarstwo transgraniczne na przykładzie polsko-niemieckiego pogranicza* [10]. An overview character is also presented by: *Media z polsko-niemieckiego pogranicza. Wybrane lokalne przypadki* (10) (appendx. 3, list of habilitation publications).

The methodology of researching the degree of transboundary reports, described by the above mentioned parameters of transboundary relay production forms is supplemented by the scientific article: *Media transgraniczne polsko-czeskiego pogranicza na przykładzie audycji telewizyjnej „Hranice dokońń – Rozmówki polsko-czeskie”* (16) (appendx. 3, list of habilitation publications), as part of the analysis of a Polish-Czech TV show „Hranice dokońń – Rozmówki polsko-czeskie” (Polish-Czech dialogues”). In the more in-depth transboundary message content analysis the following distinctions are provided: authorship, geographical representation by degree, experience presented, authorship vs. geographical representation as mentioned above with descriptions as well as a register of thematic references and their transborderism.

The aim to the above explorations, apart from measuring the ways transboundary reports are produced, including their form, content and function, was the qualitative and quantitative text analysis of the borderland image in the Polish and German press. This particular research and the influence of institutional forms on the development of typically transboundary media, directed my attention at the Polish-German Press Award and competition which grew out of the borderlands due to special regional interest by the local journalists, who are „most destined to depict changes in the Polish image of the Germans and

German image of the Poles"⁴. The results of six year-long analysis of Polish and German media are found in the book „*Mosty nad granicą*”. *Polsko-Niemiecka Nagroda Dziennikarska w latach 1997–2015* [2]. It is the first monograph in the Polish media studies devoted to the only Polish press competition with an international character. The monograph is composed of 5 chapters. Chapter one talks about the origins of the competition, reconstructing the ambience of cooperation between Polish and German journalists on the verge of the 90's, past century. Chapter two and three presents the results of the analysis of the winning and the nominated entries in the press, radio and TV competitions. Important milestones for thus conducted research were the categories of *bridges* and *borders*, treated metaphorically as meeting places but also categories separating two worlds. Categorizations accepted here result from an assumption that media-like bridges-are among the active actors of public life and contribute to the elimination of tangible and mental effects of the existence of *borders*. These two chapters include the characteristics of thematic mainstream of the analyzed works and their transboundarism understood multidimensionally and studied from the following perspectives: main characters, places described, processes presented and events. Chapter four bears a comparative feature and includes a structural comparative analysis of: 1) competition winning owners of media under research investigation in relations to functional characteristics of Polish and German media system, 2) genre forms, characteristics, types and information sources used in the competition winning entries, 3) thematic categories isolated in research process (the evolution of areas of interest for Polish and German competition laureates vs. main event of the Polish-German relations of the described eighteen years. Last chapter, five, is mainly descriptive. It is devoted to the Polish-German Media Days (PNDM). Discussion conducted during those days give an impulse to further media system analysis⁵ in both countries. Among the scientific works not included in the main habilitation achievements there are the following articles: *Krzywdą i zadośćuczynieniem – indywidualne doświadczenia wojny i okupacji bohaterów reportaży nominowanych i nagrodzonych w konkursie o Polsko-Niemiecką Nagrodę Dziennikarską* (6) i *Wymiary pogranicza – 'szczecińskie echa' Polsko-Niemieckiej Nagrody Dziennikarskiej* (7) (appendix 3, the list of habilitation publications), which are part of the contextual findings and descriptions of which another part I used while working on my book, using proper references. Contextual findings (migratory processes in Western Europe), supplementary issues related to the transboundarism of socio-political processes) have initiated the question about their reception in Czech and German media. Therefore, part of the answer to the question about the role of institutional forms of strategic external communication is found in the article: „*On the other side of the border*”. *The media in strengthening an international dialogue (the Czech-German Journalism Award)* (3) (appendix 3, the list of habilitation publications), as the analysis of the competition (the Czech-German Press Award), by definition executing the same tasks as the Polish-German Press Award, but organized within a different socio-political contexts (bipolarism of media agencies –clearly visible among Czech laureates is accepting the German point of view on migratory flows) and public contexts (dissimilarity of Czech and German public opinion in light of the argument about the presence of other nationalities).

⁴ Piskorski J.M. (2011), *Blaski i cienie sąsiedztwa polsko-niemieckiego*, „Kultura Liberalna” no 17, available on website: <http://kulturaliberalna.pl/2011/04/25/orlowski-borodziej-piskorski-niemiecki-wschod-ii-przed-otwarcie-ryнку-niemieckiego-i-austriackiego%E2%80%A6/#2>, access May 2nd, 2016.

⁵ Some descriptions have been self-published in the form of individual reports in regional and national scientific periodicals: Olechowska P. (2016), *Polska i Niemcy – wymiary sąsiedztwa. Nominowani i laureaci XVIII Polsko-Niemieckiej Nagrody Dziennikarskiej*, „Przegląd Zachodniopomorski” no 2, p. 209–229; Olechowska P. (2012), „*V Polsko-Niemieckie Dni Mediów, Schwerin 14–16 maja 2012*”, „Studia Medioznawcze” no 3, p. 152–156; Olechowska P. (2011), *IV Polsko-Niemieckie Dni Mediów*, „Media i Medioznawstwo” no 2, p. 139–146 [misspelled as Orzechowska]; Olechowska P. (2010), „*III Polsko-Niemieckie Dni Mediów*”, „Przegląd Zachodni” no. 4, p. 278–282; Olechowska P. (2010), „*II Polsko-Niemieckie Dni Mediów*”, „Przegląd Zachodniopomorski” no 1, p.203–209.

Among important media shaping Polish–German relations is the magazine „Dialog. Magazyn Polsko–Niemiecki”, which has since 1987 (over two consecutive decades) retained a monopoly in creating Polish and west–German opinion on mutual relations. An extensive study of this periodical setting milestones in the policy of reconciliation as well as in creating common grounds will and at the same time – not reflected in concurrent media research, will be described in detail in an already prepared monographic study *Transgraniczność w perspektywie medialnej – z historii i dorobku „Dialogu. Magazynu Polsko–Niemieckiego”* [planned for publication in the second half of 2019]. The results of preliminary research (press study analysis, the structuralist approach) is a scientific article: *30 lat dwujęzycznego czasopisma „Dialog. Magazyn Polsko–Niemiecki” (studium monograficzne)* [1], in which a long time perspective (30 years) and the construction of a categorization key allowed for:

- capturing the evolution of this periodical’s function and subject areas, taken up on the brink of historical epochs (year 1989) in relation to the development of bilateral relations,
- concluding on the elitist and apolitical status of the magazine, but at the same time about its ideological character.

Theses on the missionary values of the magazine and going thematically beyond the perspective of bilateral relations, have been elaborated on in a separate article with a thematic and anthropocentric analysis of the essay–type works: *Europa – Polska – Niemcy. Wielowymiarowość eseju na przykładzie „Magazynu Polsko–Niemieckiego DIALOG”* [5]. The analysis of essays published on Europe corresponds with the magazine’s profile self–defined as „Polish–German agora in the center of Europe”. Clearly one can see here the multidimensions of time and the autobiographical historical reflection.

Supplementary research on media studies and transboundary communication is provided by a group selection of articles *Pogranicze w mediach. Media na pograniczu* (35) (appendix 3, the list of habilitation publications). It is the results of cogitations of researchers coming from various scientific disciplines regarding borderlands as traditional geographical areas or symbolically as socio–cultural contact between two or more nations or ethnic groups or alternatively, as a place for shaping a new man and his/her culture. This group set includes twenty–one articles. Each of the authors attempted to indicate a particularly significant aspect of media process of social communication. Contents can be divided according to the following research problems: 1) the role of media in building regional identity; 2) the role of media in national and ethnical minorities culture; 3) the image of borderland and transboundary process in media and social research; 4) communication and language–oriented aspects of media discourse; 5) media and transboundary reporting, 6) media functioning theories on the verge of ages and ideas⁶.

⁶ Natasza Doiczman *The stereotype of the “Euro–orphan”. The media picture of teenagers from migrant families*, p. 17–28; Sebastian Fikus *A community that has ceased to be a minority*, p. 29–47; Sławomir Iwasiów *Local identity and constructivism. A sketch of media research*, p. 48–58; Beata Kędzia–Klebeko *On interculturality from the perspective of Régis Debray’s mediology*, p. 59–68; Lesław Krzyżak *Clerics in the mainstream of right–wing and liberal media*, p. 69–82; Urszula Kuźnik *“Pogranicza” in journalistic and documentary photography – an analysis of selected examples*, p. 83–95; Katarzyna Lewandowska *The media without the audience? The Kashubian language facing the challenge of language policy – based on the case study of Parchowo commune (Bytów county)*, p. 96–111; Agata Małecha, Justyna Kuświk *Inhabitants of Szczecin in psychological and sociological analyses – a research overview*, p. 112–124; Lidia Pokrzycka *Media on the border of cultures. The activities of “Iceland News Polska” in Iceland*, p. 125–137; Angelo Sollano *The adaptation of international TV formats: defending the borders of national culture or opening to the global world?*, p. 138–148; Magdalena Steciąg *The linguistic and cultural landscape of Polish Western borderland in Ziemowit Szczerk’s gonzojournalism*, p. 149–159; Iłona Biernacka–Ligieża *Global contexts of the local public sphere*, p. 163–178; Irena Climova *The role of Polish–language media in maintaining the cultural identity of Poles in Lithuania. Based on the daily “Kurier Wileński” (“Czerwony Sztandar”)*, p. 179–188; Dagmara Głuszek–Szafranec *Public broadcasters in the autonomous regions in Spain*, p. 189–201; Janusz Gołota *“Gość Puszczański” – a weekly focused on the matters of Kurpie, Masuria, and other borderland issues*, p. 202–220; Wojciech Kajtoch, Mateusz Flont *“Chaos” at the borderland – a Polish–language artzine in Vilnius*, p. 221–

RESEARCH CONCLUSIONS AND THEIR APPLICATION

The work completed on isolated areas of research allows to draw conclusions on:

- [1] terminological assumptions about transboundary media and communication (publications 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16)
- [2] small significance of transboundary media in the Polish media system (insubstantiality and a visible disappearance of cross-border forms of journalist activity (publications 4, 6, 7, 9, 10, 14)
- [3] inclusive character of the transboundary media of the Polish-German borderland and research on the nationwide reports regarding bilateral relationships (publications 1, 3, 4, 5, 6, 7, 9, 11, 12, 13, 14, 16,)
- [4] institutionalized forms of external strategic communication (Polish-German Press Award) and self-regulating bodies (Polish-German Club „Under Stereotypes / Unter Stereotypen”) as important factors influencing the development of media and transboundary communication (publications 2, 3, 11, 12, 13);
- [5] proposals regarding a research model on the degree of transborderism of media and communication, taking into account: 1) ways of producing a media relay (form of cooperation between publishers/broadcasters of the neighboring countries); 2) form (multi-language/material authorship); 3) content (descriptive analysis) and 4) function (normative analysis) publications 1, 2, 3, 6, 7, 14, 15, 16).

Research results relating to an achievement mentioned in the art.16 point 2 of the Act of March 14th, 2003 were presented during 16 conferences: four international ones (II, IV, IX, XXII); eleven nationwide (I, VII, VIII, X-XIII, XVI-XIX); one local seminar (XV). A collection of the Polish and German press⁷ remains at present the largest bibliography of printed media regarding borderland. It shall be applied to further research. This collection is currently in use by the journalists of both countries.

Publications in print within the thematic area as described by the art.16 point 2 of the Act of March 14th, 2003:

[1] *Transboundary media and journalism – an overview of theories and conceptions against European practice – post-conference article ‘International Communication in the Network Society, Institute of International Studies’, University of Wrocław (Wrocław 11–12.09.2018).*

[2] *Współpraca regionalnych/lokalnych wydawców prasowych jako przykład internacjonalizacji mediów (studium przypadków z europejskich regionów przygranicznych) –*

234; Paweł Kuca *The Borderland and its dimensions in selected media of Podkarpackie voivodship*, p. 235–245; Paulina Olechowska *The transnational media of the Polish-Czech borderland based on the case study of the television programme “Hranice dokońca – Rozmówki polsko czeskie”*, p. 246–283; Ewa Pajewska *The characteristics of the communication in the Polish-language newscast “Wydarzenia” in the Czech Radio Ostrava. Poles on both sides of the Olza river*, p. 284–302; Agnieszka Szlachta *Lexical-pragmatic specificity of radio programmes (a case study of selected programmes dedicated to the Polish-German borderland in Radio Szczecin)*, p. 303–316; Magdalena Żmijowska *Borderland issues in the pages of “Gazeta Olsztyńska” in the years 1989–2004*, p. 317–330.

⁷ „Przegląd prasy sąsiedzkiej” (Euroregion Pomerania); „Transodra” and „Transodra Extra. Wzdłuż i w poprzek granicy” (Polsko-Niemiecki Klubu „Pod Stereo –Typami/Unter Stereo-Typen” as well as Brandenburgische Товарищество Німецько-Польське); „Presse Spiegel Polen” (Initiativkreis Polen der Aktion Sühnezeichen Friedensdienste e. V.).

post-conference article [in] 'Wiedza-Komunikacja. Działanie', Jagiellonian University (Kraków 25-26.09.2018).

[3] *Konceptualizacja i operacjonalizacja transgraniczności mediów na przykładzie kwartalnika „Extra: Jugendjournal Saar-Lor-Lux”* – article published [in] „Przegląd Naukowo Dziennikarski”.

Publications in preparation for print in 2019 and 2020 within the thematic area and described as achievement in light of the art.16 point 2 of the Act of March 14th, 2003

[1] *Środki unijne jako źródło finansowania mediów transgranicznych – 15 lat polskich doświadczeń wykorzystania transgranicznych, transnarodowych i międzyregionalnych programów Europejskiej Współpracy Terytorialnej* – scientific articles based on questions directed to the The European Commission Representation in Poland, EU Information Point, Technical Secretariat (10) of the Interreg Program 2014–2020 for the countries neighboring Poland; Euroregions secretariats (16).

[2] *Transgraniczność w perspektywie medialnej – z historii i dorobku „Dialogu. Magazynu Polsko-Niemieckiego”* – area monograph (sociological and press study).

AREAS OF RESEARCH AND THE APPLICATION OF RESULTS

Apart from the list of publications testifying to scientific achievements as indicated in point I and according to art.16 point 2 of the Act – my research interests revolve around three main areas:

- I. School press (with elements of academic press and educational press) as an example of community media in the social system of communication.
- II. Regional and local media in the Polish media system.
- III. Politicizing media and mediatization of politics and introductory research on journalist culture in Poland.

This part of the scientific works is composed of:

- 2 monographs;
- 10 articles published in scientific journals;
- 21 articles in reviewed collections of articles;
- 3 editorial job of collected articles.

In total: 36 own post-doc texts, including 34 which did not relate to the PhD thesis.

First area of research is **SCHOOL PRESS** (also called student press) which regardless of its lack of features typical for mass media, continues to have a long tradition and rich history in our country. It also is a significant instrument releasing interest of the media and journalism world among children and teenagers. It serves as a tool shaping future journalists.

In the previous literature of the subject, school press has been the theme in many reports of unsystematic character⁸, and coherent reports systematizing this particular kind of community press, were lacking. The void was in filled by a monograph *Prasa szkolna: teoria, funkcje, tematyka. Analiza na przykładzie województwa zachodniopomorskiego* (1) (appendix 3, the list of habilitation publications), which crowned my many years of research on the local

⁸ Sonczyk W. (2016), Paulina Olechowska. *Prasa szkolna – teoria, funkcje, tematyka. Analiza na przykładzie województwa zachodniopomorskiego*, „Studia Medioznawcze” no. 1, p. 158.

media of the Zachodniopomorskie (Western Pomeranian) Voivodship, launched between 2010–2013 and among the team of employees at Wyższa Szkoła Humanistyczna TWP (Higher School of Humanities) in Szczecin and at the Szczecin University (Uniwersytet Szczeciński).

The monograph aimed at connecting all theoretical reflections on the subject of school press with practical values coming from student periodicals. This work contains six chapters. Chapter one is devoted to Polish tradition of written school publications and aims at shedding light on historical and political determinants of their status with emphasis on character-building and ideals of the pre-war twenties. Chapter two includes theoretical reflections on school press. Student publications may not retain a public character nor do they qualify as mass media due to their communication features and functions performed, however, they remain as an important element in media communication (mediated), playing a significant role in the model of social communication. The monograph expands into the typology of school periodicals, indicating distinctive characteristics of this press segment and describing its function. These distinctions were presented in the form of a separate scientific article, published at „*Studia Medioznawcze*” *Prasa szkolna – definicja, cechy, funkcje. Studium przypadków województwa zachodniopomorskiego* (9) (appendix 3, the list of habilitation publications).

Four consecutive chapters are composed of results of individual research executed between 2010 and 2013 in the Zachodniopomorskie Voivodship. Chapter three presents the results of qualitative research. Part of the results was presented in the form of separate scientific publications, contributing to the description of the local media in respective counties (powiat) of the voivodship: (in Szczecin) *Szczecińskie media szkolne i akademickie w 2010 roku* (32) and (in Koszalin) *Pisma szkolne i akademickie regionu koszalińskiego jako źródło informacji o społeczności lokalnej* (21) (appendix 3, the list of habilitation publications) [in these two publications the analysis and conclusions were completed by academic letters]; also: Kamień, Swinoujście and Gryfice counties – *Funkcje prasy szkolnej. Charakterystyka na przykładzie powiatów kamieńskiego, świnoujskiego i gryfickiego* (11) (appendix 3, the list of habilitation publications).

Chapter four was devoted to creating a matrix of school press functions which—apart from its didactic and teaching goals—allows for a series of actions: informational, documentary, supporting individualism and socialization, inspirational, activating, culture-forming, entertaining, integrative and promotional. Yet another scientific article *Prasa szkolna w procesie edukacji regionalnej i międzykulturowej obszaru pogranicza (studium przypadków województwa zachodniopomorskiego)* (8) (appendix 3, the list of habilitation publications) made it possible for me to isolate school press functions for the north-western region of the voivodship, at the crossroads for various cultures, states, nations, ethnic groups, migrations and borderline changes and in the processes of regional and intercultural education. I proved that school periodicals have the potential to retain distinctiveness and identity of one's own culture (regional education) and to build up the attitude of respect and tolerance for different cultures (intercultural education). It was possible because the analyzed text regarding Polish–German educational units cooperation underlined: the necessity to counteract any forms of xenophobia, the need to find understanding through interaction; the inspiration to exchange of experience; the support for community wellbeing and sensitivity together with the skill to work together. What's important, the current content of western–Pomeranian school press content is created based on direct meetings which constitute a solid base for building relations supported by respect, understanding and tolerance. Thus, the school press needs to include descriptions of educational and character-building situations which may enhance mutual trust building, accepting the “alien” and creating blueprints.

Based on a ground methodology in media sciences (content analysis) I was able to devote chapter five to thematic dominants in the studied press, according to the widely accepted division into main student interest areas: school and teachers, student issues and

previously isolated regional and intercultural education. In conclusions I confirm an incredible thematic variety of school periodicals which still retain some common features: occasionality and periodic release; linking to the school events calendar, the resultant of natural changes, holidays (anniversaries, historical, state, church and secular).

Last chapter six contains the description of competitions organized in the Zachodniopomorskie Voivodship and directed to school editorial boards. These competitions are offset by journalist workshops for young editors, which should be perceived as ambitious educational undertakings, shaping and supporting media education among children and teenagers.

The monograph devoted to school press was well received by the teachers circles and counsellors to school editorial boards (the book was sold out twice in the number of 150 copies) as well as by interdisciplinary group of scientists (5 favorable reviews I can quote⁹).

The area of research devoted to school press is completed by a chapter in a monographic study at "Dialogi. Miesięcznik Pedagogiczny" (1996–2017), an important socio-political magazine. „Dialogi. Miesięcznik Pedagogiczny” (monographic study), [in:] *Szczecińskie czasopisma w przestrzeni społecznej* (13) (appendix 3, the list of habilitation publications). The article contains 5 subject blocks: the first positions „Dialogi” theoretically in the local system of social communication (local or regional magazine? More inclined towards teaching or education?); the second one recreates the origins and history of the magazine; consecutive blocks become content analysis (form and content). Despite its idiographic character, the article and research presented allows to conclude: 1) This type of press is strongly nested in the specificity of a particular administrative unit (county-powiat or gmina-community, whichever is the publisher); 2) The magazine serves as an important source for first-hand knowledge for the local authorities, providing arguments in a discussion over teaching and methods used in schools as well as school system, teacher professional advancement and current schoolwork; 3) It is universal in content despite its local character; such educational periodicals can be a significant source of data for historical and pedagogic research on Polish educational institutions (official image) but also the source for unofficial opinions about social reception of the Polish educational system transformation (a collection of personal, often emotional but credible professional accounts of Szczecin-based school employees and parents of children accessing the public and private educational offer of schools in the region).

The results of research on school press were presented at seminars [XIV] [XXIV], and used during regional presentations and first and foremost to conduct journalist workshops for teenagers [“Meetings with teenagers” – workshop classes, point Q, appendix 3, list of habilitation publications].

The second major area of interest lies in the **REGIONAL AND LOCAL MEDIA (PRESS AND PUBLIC BROADCASTERS)** as well as their location in the Polish media system. As printed regional and local media account for a large segment there, my research concentrates on mainly regional daily newspapers and public broadcasters. Among my natural

⁹ Król J. (2017), *Paulina Olechowska, Prasa szkolna – teoria, funkcje, tematyka. Analiza na przykładzie województwa zachodniopomorskiego, Szczecin 2015*, „Przegląd Zachodniopomorski” no. 1, p. 163–168; Sonczyk W. (2016), *Paulina Olechowska. Prasa szkolna – teoria, funkcje, tematyka. Analiza na przykładzie województwa zachodniopomorskiego*, „Studia Medioznawcze” no. 1, p. 158–162; Żłobińska S. (2015), [IN THE TITLE EXTENSIVE BIBLIOGRAPHICAL DATA OF THE MONOGRAPH], „Nowa Biblioteka. Usługi, Technologie Informacyjne i Media” nr 2, 138–140; Matras-Mastalerz W. (2015), *Polska prasa szkolna – historia i współczesność... (na marginesie książki Pauliny Olechowskiej Prasa szkolna – teoria, funkcje, tematyka)*, „Annales Universitatis Paedagogicae Cracoviensis, Studia ad Bibliothecarum Scientiam Pertinentia” nr XIII, p. 308–311; Lichtblau K. (2015), *Recenzja książki Pauliny Olechowskiej Prasa szkolna – teoria, funkcje, tematyka. Analiza na przykładzie województwa zachodniopomorskiego*, „Refleksje. Zachodniopomorski Dwumiesięcznik Oświatowy” no. 3, p. 71–72.

objects of interest and scientific exploration are Western Pomeranian media, including mainly regional daily newspapers „Kurier Szczeciński” and „Głos-Dziennik Pomorza” as well as public broadcasters: *Polish Radio Szczecin, Polish Radio Koszalin and Polish State Television Szczecin*. This area of my interests generate 9 publications in total (7 individual articles and 2 collected works). Five from among them are series of articles following a publishing project under the supervision of professor Kazimierz Wolny-Zmorzyński, associate professor of the University of Rzeszów, Wojciech Furman and dr. Paweł Kuca). The project describes regional media in a given year and characterizes regional media transformations in Poland after 1989. The series aimed at collecting facts about current situation, history, transformations and initiatives undertaken by editorial boards of private and public regional media.

In the first part of the publication cycle I described two regional dailies, „Kurier Szczeciński”(KS) *Kurier Szczeciński* (19) and „Głos-Dziennik Pomorza”(G-DP) *Głos-Dziennik Pomorza* (20) (appendix 3, the list of habilitation publications). Despite a model method of description for the titles under review enforced by the editors, I attempted to show the structural and thematic specificity of the contents. In the case of “KS” I considered external factors (a buy-out by “GS-DPZ” by a foreign investor) and internal (in the described period there was a low fluctuation of employed journalists). Both influenced a certain “stagnant progress” of a newspaper that was faced with the greatest challenge to create a business model, helping adapt to digitalization (paid content; mobile access; readership trends). The analysis of the second daily, “G-DP” gathered three important groups of factors impeding the current (end of the year 2013) *status quo* of one newspaper, created by a merger of three independent titles: („Głos Szczeciński”, „Głos Pomorza”, „Głos Koszaliński/Głos Słupski”): 1) Administrative reforms in Poland after 1945; 2) Ownership transformations for each of the daily mutations A, B and C; 3) Range of every issue, covering three regions of periodical media communication (Szczecin region, Koszalin region and Gdańsk region¹⁰. The complexity of organizational transformations of three separate editorial boards and thematic/area specials in each of the titles allow to positively evaluate the publisher’s decision to keep the concurrent brand mutations in the minds of the Western Pomerania readers. Both reports received positive reviews by “*Studia Medioznawcze*”, mainly by considering the social implications of the daily newspapers under investigation¹¹.

Apart from general monographic studies „KS” and „G-DP” in the same research area there are two scientific articles devoted to a summary of the period of 20 years (up to year 2009) of ownership transformations touching upon regional dailies publishers in Poland, *20 years of Polish regional dailies – ownership changes / 20 lat dzienników regionalnych w Polsce – przemiany własności* (30) as well as their use of social media (Facebook) as image management tool *Prasa regionalna w serwisach społecznościowych – wybrane przykłady* (31) (appendix 3, the list of habilitation publications).

The area of regional printed media interest is completed by two group collections of articles, devoted mainly to regional and Szczecin-based press. The goals of the research project from 2015 have been the following: Increasing the knowledge of history, modern times and future of mass media around Western Pomerania and in the city of Szczecin; Publicizing the legacy of mass media, their impact on social systems, economy, culture, voivodships and city of Szczecin; Diagnosis of perspective for the regional media (and subregional—in and around Kalisz); Interdisciplinary integration of Western Pomeranian scientists dealing with regional and local media research as an important source of information about the voivodship and its capital.

¹⁰ See: Jachimowski M. (2006), *Regiony periodycznej komunikacji medialnej. Studium porównawczo-politologiczne o demokratyzacji o komunikacji*, Katowice, p. 280.

¹¹ Sonczyk W. (2015), *Dzienniki regionalne w Polsce. Stan na koniec grudnia 2013 roku*, „*Studia Medioznawcze*” no. 3, p. 172–176.

The first publication *Ciągłość i zmiana. 70 lat mediów masowych na Pomorzu Zachodnim* (36) (appendix 3, the list of habilitation publications) bears an anniversary character – in 2015 Western Pomerania celebrated 70th anniversary of belonging to the Polish state. To mark the anniversary and in cooperation with associate professor Jan Kania, we have completed a research project aiming at: Identifying key factors supporting the creation, development and transformation of the media in Western Pomerania; Analyzing processes shaping media functioning in subregions of Szczecin and Koszalin; Presenting the legacy of selected media throughout the 70 years in Western Pomerania. The cooperation resulted in bringing together researchers from Szczecin and Koszalin areas, as well as others and in publishing a book containing 11 texts describing a certain part of the legacy of Western Pomeranian mass communication, selected to accommodate the broadest possible perspective on the regional and local media, press, radio, television and internet. Some of the authors have practical experience in their engagement with some of the media under investigation. The monograph is chronological and contains two parts. Part one is historical in nature (1945–1989) and the second one is devoted to the media after the systemic transformation in Poland¹². In the collection of group articles I have also published my individual scientific text *Dziennikarstwo transgraniczne na Pomorzu Zachodnim po 1989 roku – wydawcy, tematyka, perspektywy rozwoju* [3].

Within the following year I had attempted to continue research on Western Pomeranian regional and local media which resulted in the completion of editing works on the next publication, entitled *Szczecińskie czasopisma w przestrzeni społecznej* (34) (appendix 3, the list of habilitation publications). Appearing in the title, “social space” has according to first assumptions both a metaphorical and interdisciplinary meaning. It gives some insight into a certain dimension of social reality which Alfreda Schütz describes as filled by independent objects „equipped with specific features, often self-sustaining, yet it is up to the cognating body to construct an image of the world and articulate it”¹³. Therefore, a space becomes social when created by people and like any other form of activity, circumscribes its own space. These assumptions reflect in the Szczecin newspapers under investigation which have not so far enjoyed a broader study nor analyses, but remain important for the local social, political and cultural system. The goal of the study including 9 texts devoted to Szczecin press writings (one text talks about Szczecin-based journalists circles¹⁴, is to eliminate the void in local

¹² Article authors are: Tadeusz Bialecki *Początki czasopiśmiennictwa polskiego na Pomorzu Zachodnim (1945–1956)*, p. 11–20; Elżbieta Juszcak–Maraszkiewicz *Polityka informacyjna „Głosu Koszalińskiego” w apogeum stalinizmu*, p. 21–30; Kazimierz Kozłowski *Szczecińskie środki masowego przekazu od odwilży październikowej 1956 do przemian ustrojowych w 1990 roku*, p. 31–46; Paweł Szulc *Powojenna historia radia na Pomorzu Zachodnim*, p. 47–64; Danuta Dąbrowska *Prasa drugiego obiegu w Szczecinie i Koszalinie*, p. 65–86; Jan Kania *Zachodniopomorski system i rynek medialny*, p. 89–98; Ireneusz Sokalski *Rozgłośnie radiowe – ze szczególnym uwzględnieniem radia katolickiego – w perspektywie 70-lecia mediów na Pomorzu Zachodnim*, p. 99–108; Jacek Wiśniewski *Od Infołodka do nadobfitości – zachodniopomorska prasa internetowa ostatnich lat*, p. 109–132; Barbara Popiel *W poszukiwaniu blogosfery zachodniopomorskiej*, p. 133–146; Grzegorz Wejman *Media kościelne na Pomorzu Zachodnim w powojennym siedemdziesięcioleciu*, p. 147–168; Paulina Olechowska *Dziennikarstwo transgraniczne na Pomorzu Zachodnim po 1989 roku – wydawcy, tematyka, perspektywy rozwoju*, p. 169–211.

¹³ Por. Lisowski A. (2003), *Koncepcje przestrzeni w geografii człowieka*, Warszawa, p. 13–173.

¹⁴ Danuta Dąbrowska *Próba przedstawienia stanu badań nad szczecińskim czasopiśmiennictwem*, p. 11–26; Ireneusz Sokalski *Osobowości w kręgu szczecińskich dziennikarzy*, p. 27–40; Krzysztof Flasiński *Czasopisma wydawane w Szczecinie od 1989 roku – zasięg, wydawcy, tematyka*, p. 41–51; Paweł Szulc *Jednodniówki na Pomorzu Zachodnim w latach 1945–1956*, p. 52–64; Grzegorz Wejman *Pisma diecezjalne w granicach archidiecezji szczecińsko-kamieńskiej*, p. 65–80; Barbara Popiel *Gazeta teatralna „Gabii” Teatru Lalek „Pleciuga” jako czasopismo branżowe instytucji kultury*, p. 83–98; Maciej Kowalewski *„Roczniki Socjologii Morskiej PAN. Annals of Marine Sociology” – czasopismo niszowe o globalnym zasięgu*, p. 99–105; Małgorzata Kamola–Cieślak *Powstanie i rozwój szczecińskiego czasopisma „Obserwator Morski”*, p. 106–123; Paulina Olechowska *„Dialogi. Miesięcznik Pedagogiczny” (studium monograficzne)*, p. 124–152; Mateusz Flont *„Garaz” (1985–2012) – zarys historii i próba charakterystyki punkowego zina*, p. 153–174.

communication spaces and increase both knowledge about history of the Szczecin printed media as well as to promote it.

Separate in the presented area of interest related to Western Pomeranian media are the regional (*Szczecin Public Television*) and subregional (*Szczecin Radio* and *Koszalin Radio*) public broadcasters. Regional broadcasting stations such as *Polskie Radio Szczecin* (17) and *Polskie Radio Koszalin* (18) (appendix 3, the list of habilitation publications) were characterized with respect to organizational and programmatic changes between 1990 and 2014 and taking into account the summary of the program offer as well as market position of the broadcasting station (for 2014). Both reports dealing with public radio broadcasters exhibit a difference in business models and ways of executing their mission (updated for 2014 and 2015). In the case of *PR Szczecin* in the period under investigation the Focus was an expansion of internet distribution and broadcast (interactive online service, social media presence); the Koszalin broadcaster is characterized by activities going beyond program (educational and charity work, creating cultural events) and by active production and service policy.

A separate article describes the Szczecin Television center. In the analysis *TVP Szczecin* (15) (appendix 3, the list of habilitation publications) I noticed two elements specific for Western Pomeranian frequency band, not present with other regional public broadcasters. First of all, the archives proved how important for transboundary and borderland theme have been this TV center's productions which also relates to the main research theme. Secondly, my research on the viewing statistics thanks to activities within the Program Council of the Szczecin TV (2008–2016) I was able to conclude a diminishing role of this broadcasting center in building up the greatest potential to influence mass communication systems in local communities. It could be proved for example by the lack of awareness among students of the Journalism and Social Communications major at the Silesian University about tasks, role and impact of the center on documenting current events in the region.

Third research area of interest includes relations linking the world of media and the world of politics – **POLITICIZATION OF MEDIA AND MEDIATIZATION OF POLITICS**. Those relations are operationalized as introduction to further research on journalist culture in Poland (in reference to the theory of deconstructing journalism culture by Thomas Hanitzsch).

One of the dimensions of politicizing the media is a visibly drawn ideological division particular media and journalists. Journalists become more self-aware not only through media reports on meta-journalism (touching upon media issues and journalists themselves), but also through debates organized by media people who discuss the current state of affairs in modern media, mainly within the context of their political involvement. It does not however cease the ideological differences exhibited by individual people nor particular media. The need for latest data and significance of the topic launched my research on politicizing the media based on the analysis of opinions and statements by journalists and editors of the Polish media in the polarized ideologically professional magazines "Press" and "Forum Dziennikarzy", gathered between 2012 and 2016 *Ideologiczne podziały mediów na gruncie teorii kultury dziennikarskiej Thomasa Hanitzscha (rozważania na podstawie analizy treści czasopism „Press” i „Forum Dziennikarzy” z lat 2012–2016)* (4) (appendix 3, the list of habilitation publications). Research conclusions were presented during the 2017 Rzeszów scientific conference [V]. The analysis shows the presence of institutional roles' specificity (Hanitzsch quotes here an intervention into a political process, distance towards authorities and a degree of media marketization) which qualify Polish journalism culture as very low. It is characterized by: 1) Hypothesis present in statements by journalists about media political bias confirmed by the lack of opportunities for political neutrality; 2) Ideological quarrels and inter-media fights by journalists who in turn become partial towards one another, deciding on personal bases with political prejudice which results in the appearance of particular political

affiliations; 3) Economy as the main reason driving the prejudices (degree of media marketization). Based on research one can state that the political self-identification imposed in narrative by some of the journalist circles fosters the political divisions among media employees which in turn goes against those who underline the necessity for objectivity (clearly drawn negation of the alternative point of view). In summary, one can state that the instrumentalization of media as analyzed in the publication (“identity journalism”) is one of the paradigms of mutual dependencies of politics and mass media¹⁵.

Among other factors of media instrumentalization is participation in authority, autonomy and symbiosis – taken as a process of imposing the rules and logic of mass media communication to the media world (mediatization). This phenomenon was in turn taken up by a publication devoted to the analysis of the degree of bias of the Polish daily press *Stopień stronniczości polskich dzienników ogólnoinformacyjnych (wybrane wyznaczniki)* (5) (appendix 3, the list of habilitation publications). Based on researching the organization and the public narrative of the four general informational and nationwide dailies: *Gazeta Polska Codziennie (GPC)*, *Nasz Dziennik (ND)*, *Gazeta Wyborcza (GW)* i *Rzeczpospolita (RP)*, I have been able to isolate the following among major contributing bias factors: A) thematic agenda; B) political pluralism and featured broadcasting; source of the statement; perspective of the theme presentation: positive, critical/negative, neutral; presence of a mechanism discrediting political parties and their members (stigmatizing); presence of symmetry between discourse partners; C) textual image of the world including the degree of authority and persuasion in broadcast. Some of the most important conclusions include: clear bias, ideological clarity and political involvement of the „GPC”, „NDz” and „GW” dailies; in the case of “RP” the preferences are not expressed directly and the message is the most neutral politically or the least biased; particular dailies are characterized by distinctiveness of: construction of subject scope, frequency of political statements; relation between quoting politicians and enhancing the message as well as varied degree of authority and persuasion of investigated content. Research conclusions were nested in the following theories of: doctrinal types of media functions towards political parties and governments (J. G. Blumler, M. Gurevitch¹⁶); governments and types of bias (D. McQuail¹⁷) and it was reported that: I. „GPC” newspaper was friendly towards the government (dominant message was positive) and „NDz” (message positive or neutral); „GW” (critical position); „RP” (neutral political discourse); II. “GPC” and “NDz” is characterized by the undoubted bias; “GW” tends to be leaning towards propaganda bias.

A contextual addendum to the described area of interest is the use of multimodal discourse analysis in testing the functions of cover pages of weekly socio-political magazines in light of the previously mentioned meta-journalism / article *Metadziennikarstwo – funkcje okładek tygodników społeczno-politycznych z 2016 roku w analizie multimodalnej* (14) (appendix 3, the list of habilitation publications) and the presentation during the 9th edition of the conference cycle „Współczesne media” [VI]/. Despite the publication’s auxiliary character of varied but treated as equivalent codes both in visual and language semiotic systems explorations (methodological orientation), the object of analysis (meta-journalism) allows the research conclusions to correlate with the theory of media politicization and subsequently with journalist culture (market orientation of media and journalists).

The following are the research results presented in the article in two scopes: a) Analysis of the visual semiotic codes, accepting such elements as: symbolism of cover photos, indications personifying a message, composition scheme and the relation of colors and their meanings; b) Tests of frequencies present in the material of semantic language codes allowed

¹⁵ Oniszczyk Z. (2011), *Mediatyzacja polityki i polityzacja mediów. Dwa wymiary wzajemnych relacji*, „Studia Medioznawcze” no. 4, p. 12.

¹⁶ Blumler J., Gurevitch M. (1995), *The Crisis of Public Communication*, London–New York, p. 12.

¹⁷ McQuail D. (1992), *Media Performance: Mass Communication and the Public Interest*, London–Newbury Park, p. 191–195.

for these to be isolated: carrying semantic language means (the exponents of meanings); basic senses and associative ones (denotation and connotation) as well as meanings carried by cover photos all indicate significant features of the Polish journalism culture, present in all three pillars of T. Hanitzsch' theory. As far as politicizing the media, main research conclusions include:

1. Clear dependency of presenting issues/processes/objects and media personalities on the ideological profile of particular weekly magazines under investigation (high degree of media politicization, persuasive function).
2. The subject linking varied profiles of magazines are the public media (TVP) with concurrent differences in their connotations (positive or negative approach).
3. All magazines under review create the image of the media by using the mechanism of personalized messaging.
4. Newspapers are dominated by a critical/negative narrative in terms of the length of describing the condition and activities of media institutions as well as undertaken communication processes (media self-regulation).
5. Identifying the media and the journalists as important actors of political communication (with the omission of their public function), elevating them to the rank of a public institution (which can be confirmed by the presence of typical political discourse metaphors for the "autocreationist" narratives, such as: war and enemy, opposition of Us vs. Them, "theater/stage play").
6. A figure of a "confrontational description of reality" appears much more often with the conservative weekly magazines („DRz”, „GP.SWS”, „wSieci”).
7. A reader of magazines under investigation is tied up with a distinctive axiological context, relating to divisions and political and economic rivalry of particular media units.

On the list of publications not fulfilling the condition of a major scientific achievement I am also presenting some publications, **NOT FORMING A THEMATIC SERIES**, however resulting from preliminary post-doc reflection, search and interest generated in various research themes.

First publication in this part was descriptive and related to a distribution of Polish Press from 1989 till 2010 *Kolportaż w polskim rynku prasy po 1989 roku* (33) (appendix 3, the list of habilitation publications); overview information contained in the article were presented during the 2011 Olsztyn scientific conference [XXIII].

An article on the Polish religious and faith-dominated press has an equally auxiliary character: *Polska prasa religijna i wyznaniowa pierwszej dekady XXI wieku* (24) (appendix 3, the list of habilitation publications). Here, I have described the press of Christian communities (Greek Catholics, Orthodox, Protestant, Old-Catholic – with the exception of Roman Catholic) and non-Christian communities (Islam, Judaism, oriental religions) and published in Poland in 2012.

Two scientific articles which were published in 2012 were the result of an interest generated in the press report on the war-related events. The first one „*Warsztat dziennikarza prasowego na przykładzie zbioru reportaży wojennych „Psy z Karbali. Dziesięć razy Irak” dziennikarzy „Gazety Wyborczej” Marcina Górki i Adama Zadwornego*” (29) (appendix 3, the list of habilitation publications) follows the discussions with Szczecin journalists Adam Zadworny and Marcin Górka, on the skills of a war correspondent and war reporting. In the text the characteristics of war journalism were analyzed, based on the monothematic collection of documents: „Psy z Karbali. Dziesięć razy Irak”; the second part of the text is supplemented by the Authors who elaborate on the functions of media in the Polish military mission in Iraq.

Another publication relates to the war issues as well and describes the ways of reporting on death in fifteen different documentary anthologies¹⁸ by war correspondents working in different periods around "Gazeta Wyborcza": Wojciech Jagielski, Jacek Hugo-Bader, Mariusza Szczygieł, Beata Pawlak and Wojciech Tochman *Wszyscy jesteście niewolnikami. Motyw śmierci w relacjach reporterów „Gazety Wyborczej”* (28) (appendix 3, the list of habilitation publications).

Another publication unrelated to the main cycle is a product of looking at the evolution of newspaper graphic design which commenced a collection of bestselling daily newspapers from various parts of the world / 280 titles from 79 countries/ *Wizualizacja treści na przykładzie jedynek wybranych dzienników z całego świata* (25) (appendix 3, the list of habilitation publications).

The comparative analysis was spread over the first columns (the so-called "leads") of thirteen largest print dailies of Europe, Asia, North America, South America and Africa. I reviewed such elements of a newspaper structure as: color saturation, the use of photographs and infographics, design of a lead column. Conclusions were presented and discussed at the 2011 Kraków scientific conference [XXII].

The last three articles have a general character of an overview: the first one is a portfolio of press titles published by Axel Springer in Germany and other countries (Czechia, Poland, Slovakia, Serbia, France, Spain, Switzerland, Hungary, Russia, and India) until 2011 *Media drukowane niemieckiego koncernu Axel Springer w pierwszej dekadzie XXI wieku* (26). The second one takes up an issue of technological convergence, the relation between Polish press publishers (dailies and weekly socio-political magazines) and new technologies, the choice of alternative digital forms of distributions based on functional premises of the first Polish access to paid articles – the Piano Media project *A change in the form of content production and distribution among the publishers of Polish daily newspapers and magazines of opinion – as a result of media convergence / Zmiana formy produkcji i dystrybucji treści polskich wydawców dzienników i czasopism opinii – jako skutek konwergencji mediów* (23). The last article relates to the analysis of process of content convergence based on thematic agenda (the pack journalism phenomenon) of the selected Polish weekly magazines of socio-political profile: „Newsweek Polska”, „Polityka” i „Wprost” *Pack journalism jako skutek globalizacji treści – analiza na wybranych przykładach* (27) (appendix 3, the list of habilitation publications).

My most immediate professional plans include researching the Polish journalism culture. According to accepted premises, one of the important factors describing the level of media democratization is the degree of message *Europeanization* by which I understand the level of European debate in the national media (horizontal and vertical *Europeanization*). The necessity of launching more profound research in this area stems from two reasons: being aware of the influence of the media as the institutionalized forum/the European public sphere [post-doc works, monograph *Aksesja Polski do Unii Europejskiej na łamach prasy regionalnej Ziem Zachodnich* (2) and a scientific article *Ziemie Zachodnie a proces akcesji Polski do Unii Europejskiej. Analiza prasy regionalnej w latach 2002–2004* (12) (appendix 3, the list of habilitation publications)]; and secondly – it seems necessary to relate current research on media message *Europeanization* of various EU member countries¹⁹ to concurrent political events in Poland, such as Polesxit and popularized by particular groups of journalists.

¹⁸ Wojciech Jagielski: *Dobre miejsce do umierania, Modlitwa o deszcz, Wieża z kamienia, Nocni wędrowcy*. Jacek Hugo-Bader: *Biała gorączka, W rajskiej dolinie wśród zielska*. Mariusz Szczygieł: *Gottland, 20. 20 lat nowej Polski w reportażach według Mariusza Szczygła*. Beata Pawlak: *Piekło jest gdzie indziej*. Wojciech Tochman: *Schodów się nie pali, Jakbyś kamień jadła, Córeńka, Wściekły pies, Bóg zapłać, Dzisiaj narysujemy śmierć*.

¹⁹ *The Transformation of Political Mobilization and Communication in European Public Spheres* (1990–2002).

The synthetic approach to the total number of scientific achievements following the award of a PhD in Political Science (March 2011– January 2019) shows as follows:

Monographs	3
Articles in scientific journals	16
Chapters in collected works	30
Editions of collected works	3
Participation in scientific conferences	25

Total number of KBN / MNiSW – 339.

Number of citations according to Google Scholar – 24.

Hirscha Index indicator – 3.

Numer of publications indexed in the Publish or Perish database – 33.

Detailed science metrics information is contained in the Bibliometrical Analysis – appendix no. 5 to the application for conduction the habilitation procedure.