

Summary of professional accomplishments

1. **Name and surname:** Michał Głowacki

2. **Diplomas, degrees and title of the doctoral dissertation:**

26 June 2009 – PhD in social science in the field of political science, granted by the Institute of Political Science, University of Wrocław. Doctoral dissertation: “Media Policy in Selected Nordic Countries in the Democratic Corporatist Model”; supervisors: prof. Bogusława Dobek-Ostrowska (University of Wrocław, Poland) and prof. Lars Nord (Mid Sweden University, Sweden).

3. **Employment history:**

- a) Since 2011: Institute of Journalism, Faculty of Journalism and Political Science (currently: Faculty of Journalism Information and Book Studies), University of Warsaw.
- b) 2010: Media and Information Society Division, Directorate General of Human Rights and Legal Affairs, Council of Europe, Strasbourg.

4. **Information about scientific achievement as defined under Art. 16 paragraph 2. of the Act of 14 March 2003 on the academic degrees and academic titles and degrees and titles in arts (Dz. U. 2003 No. 65, item 595 with amendments):**

A) *Media Accountability and Journalistic Professionalism* – series of nineteen publications in related area.

B) **Publications included in scientific achievement:**

1. Głowacki, M., Urbaniak, P. (2011), Poland: Between Accountability and Instrumentalization, [in:] T. Eberwein, S. Fengler, E. Lauk, T. Leppik-Bork (eds.), *Mapping Media Accountability in Europe and Beyond*, Dortmund/Jyväskylä: Herbert von Halem Verlag, 131–141.

My contribution to this work was to analyse state-of-the-art of media accountability system in Poland as well as effectiveness of traditional instruments of media accountability, such as codes of journalistic conduct, the Council of Media Ethics, journalistic associations. Estimated percentage of my work: 50%.

2. Głowacki, M. (2011), ‘A Sleeping Mechanism for the Time Being’? *Media Accountability Online in Bulgaria*. MediaAcT Working Paper No 1/2011. Journalism Research and Development Center, University of Tampere, 1–23.
3. Głowacki, M., Kuś, M. (2011), *From One Transformation to Another. Towards an*

- Understanding of Challenges for Media Accountability Online in Serbia*. MediaAcT Working Paper No 9/2011. Journalism Research and Development Center, University of Tampere, 1–22.
- My contribution to this work was to conduct semi-structured interviews with experts and media professionals as well as to analyse tools supporting media accountability in Serbia. Estimated percentage of my work: 75%.*
4. Heikkilä, H., Domingo, D., Głowacki, M., Kuś, M., Baisnée, O. (2012), *Media Accountability Goes Online: A Transnational Study on Emerging Practices and Innovations*. MediaAcT Working Paper No 14/2012. Journalism Research and Development Center, University of Tampere, 1–75.

My contribution to this work was to analyse MediaAcT data on online innovations in media accountability. Estimated percentage of my work: 20%.

 5. Głowacki, M., Kuś, M. (2012), How Much Media Accountability in Bulgaria, Poland and Serbia? A Comparative Approach to Online Innovations, *Media Transformations*, Vol 7: 36–57.

My contribution to this work was to analyse the data gathered during the study on media accountability and transparency innovations online in Central and Eastern Europe. Estimated percentage of my work: 50%.

 6. Głowacki, M. (2013), Dziennikarze polscy w świetle studiów porównawczych systemów odpowiedzialności mediów w Europie [Polish Journalists in the Light of Comparative Studies on Media Accountability in Europe], *Studia Medioznawcze*, Nr 1 (52): 29–44.
 7. Dobek-Ostrowska, B., Głowacki, M., Kuś, M. (2014), Context Factors for Media Self-regulation and Media Accountability, [in:] S. Fengler, T. Eberwein, G. Mazzoleni, C. Porlezza, S. Russ-Mohl (eds.), *Journalists and Media Accountability: an International Study on News People in the Digital Age*. New York: Peter Lang Publishing, 149–165.

My contribution to this work was to analyse data on contextual factors gathered during the project “Media Accountability and Transparency in Europe”. Estimated percentage of my work: 33%.

 8. Heikkilä, H., Głowacki, M., Kuś, M., Pies, J. (2014), Innovations in Media Accountability, [in:] S. Fengler, T. Eberwein, G. Mazzoleni, C. Porlezza, S. Russ-Mohl (eds.), *Journalists and Media Accountability: an International Study on News People in the Digital Age*. New York: Peter Lang Publishing, 51–64.

My contribution to this work was to analyse the data on media accountability innovations online gathered during the project “Media Accountability and Transparency in Europe”. Estimated percentage of my work: 25%.

 9. Baisnée, O., Głowacki, M. (2014), In the Journalistic Fields: The Dynamics of Developing Media Accountability, [in:] I. Carpentier Reifova, T. Pavlickova (eds.), *Media, Power and Empowerment – Central and Eastern European Communication and Media Conference CEECOM Prague 2012*. Cambridge: Cambridge Publishing, 159–164.

My contribution to this work was to analyse media accountability through the lenses of journalistic fields (Bourdieu). Estimated percentage of my work: 50%.

 10. Balcytiene, A., Lauk, E., Głowacki, M. (2014), Roller Coasters of Social Change, Democracy and Journalism in Central and Eastern Europe, [in:] M. Głowacki, E.

Lauk, A. Balcytiene (eds.), *Journalism that Matters: Views from Central and Eastern Europe*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing, 9–19.

My contribution to this work was to analyse changes in journalism culture in the processes of societal and political transformation. Estimated percentage of my work: 20%.

11. Stępińska, A., Głowacki, M. (2014), Professional Roles, Context Factors and Responsibility Across Generations of Polish Journalists, [in:] M. Głowacki, E. Lauk, A. Balcytiene (eds.), *Journalism that Matters: Views from Central and Eastern Europe*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing, 79–95.

My contribution to this work was to analyse differences in the perception of media accountability through the lenses of journalistic generations. Estimated percentage of my work: 50%.

12. Fengler, S., Eberwein, T., Alsius, S., Baisnée, O., Bichler, K., Dobek-Ostrowska, B., Evers, H., Głowacki, M., Groenhart, H., Harro-Loit, H., Heikkilä, H., Jempson, M., Karmasin, M., Lauk, E., Lönnendonker, J., Mauri, M., Mazzoleni, G., Pies, J., Porlezza, C., Powell, W., Radu, R., Rodriguez, R., Russ-Mohl, S., Schneider-Mombaur, L., Splendore, S., Väliverronen, J., Vera Zambrano, S. (2015), How Effective is Media Self-regulation? Results from a Comparative Survey of European Journalists, *European Journal of Communication*, 30 (3): 249–266.

The paper presents the results of international project “Media Accountability and Transparency in Europe (MediaAcT)”. All the authors of this publication were involved in the processes of data gathering and analysis.

13. Głowacki, M. (2015), Who is a Journalist Today? Mapping Selected Dimensions for Comparative Study on Journalism, [in:] G. Nygren, B. Dobek-Ostrowska (eds.), *Journalism in Change. Professional Journalistic Cultures in Poland, Russia and Sweden*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing, 63–95.

14. Głowacki, M. (2015), Mapping the Outcomes of Media Transformation in Central and Eastern Europe, [in:] B. Dobek-Ostrowska, M. Głowacki (eds.), *Democracy and Media in Central and Eastern Europe 25 Years On*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing, 255–270.

15. Głowacki, M. (2016), Zmiana w dziennikarstwie: stan obecny, wyzwania i perspektywy [Journalism in Change. State-of-the-art, Challenges and Perspectives], [in:] B. Dobek-Ostrowska, P. Barczyszyn (eds.), *Zmiana w dziennikarstwie w Polsce, Rosji i Szwecji: Analiza porównawcza* [Journalism in Change in Poland, Russia and Sweden. Comparative Analysis]. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego, 191–197.

16. Głowacki, M., Kuś, M. (2016), Internet w służbie odpowiedzialności? Analiza wybranych praktyk w mediach online [Internet to Support Media Accountability? Comparative Analysis of Online Innovations], [in:] A. Jaskiernia, K. Gajlewicz-Korab (eds.), *Rozwój internetu a zmiany w mediach, systemach medialnych oraz społecznych* [Development of Internet and Changes in the Media, Media Systems and Social Systems]. Warszawa: Instytut Dziennikarstwa UW, 259–270.

My contribution to this work was to analyse online tools supporting media accountability. Estimated percentage of my work: 50%.

17. Głowacki, M. (2016), Inside the Polish Media Firms: Accountability and Transparency in the Newsrooms, *Central European Political*

- Studies/Środkowoeuropejskie Studia Politologiczne*, Volume 2/2016: 91–105.
18. Głowacki M., Smolak, R. (2016), Polen: Stöd för Ukraina och rädsla för rysk expansion [Poland: Support for Ukraine and Fear of Russian Expansion], [in:] G. Nygren, J. Hok (eds.), *Ukraina och informationskriget - journalistic mellan ideal och självcensur* [Ukraine and Information War – Journalists Between Ideals and Self-censorship]. Karlstadt: MSB, 131–160.
- My contribution to this work was to analyse results from content analysis and semi-structured interviews with journalists in Poland. Estimated percentage of my work: 50%.*
19. Nygren, G., Głowacki, M., Hok, J., Kiriya, I., Orlova, D., Taradai, D. (2016), Journalism in the Crossfire: Media Coverage of the War in Ukraine in 2014, *Journalism Studies*, doi: 10.1080/1461670X.2016.1251332 (in print).
- The paper presents the results of international project “Ukraine and Information War”. All the authors of this publication were involved in the processes of data gathering and analysis.*

C) Goals and results of scientific achievement:

My interests in media accountability and journalistic professionalism dates back to work on my doctoral dissertation. During the PhD studies (2006–2009) I conducted comparative analysis of state intervention in media systems of Denmark, Norway and Sweden. I built on the concept of three models of media and politics by Daniel C. Hallin and Paolo Mancini and the role of media self-regulation¹. In 2010 – during my work at the Council of Europe – I conducted work on norms and values in governance of public service media in Europe. In the course of a short-term job contract in Strasbourg I joined researchers at the University of Wrocław for a study entitled “Media Accountability and Transparency (MediaAcT)” (2010–2013). The goal of this international research project was to identify and compare journalism cultures through the lenses of media accountability. “MediaAcT” was funded under the 7th Framework Programme of the European Commission. In the following years I participated in two additional research projects: “Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden” (2011–2014), supported by the Foundation for Studies in the Baltic States and Eastern Europe, and “Ukraine and Information War” (2014–2015), funded by the Swedish Civil Contingencies Agency (Myndigheten för Samhällsskydd och Beredskap – MSB). Projects outcomes presented here are dedicated to journalistic professionalism and media accountability in Europe, with a special emphasis on case studies from Central and Eastern Europe. The series of papers includes chapters and papers dedicated to media transformation and changes in contemporary journalism.

Goals of the study

Research on journalism Poland has focused mainly on traditional media, including press, radio and television. Some of the existing studies have investigated the level of journalistic professionalism from the perspective of media systems analysis and media-political relations². In addition, Polish researchers have focused on values, professional standards and journalistic

¹ Hallin, D.C., Mancini, P. (2004), *Comparing Media Systems. Three Models of Media and Politics*. Cambridge: Cambridge University Press.

² B. Dobek-Ostrowska (2011), *Polski system medialny na rozdrożu. Media w polityce, polityka w mediach* [Polish Media System at the Crossroads. Media in Politics, Politics in the Media]. Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego.

obligations to society³. The rise of new technologies and media (Amazon, Facebook, NetFlix, YouTube, Twitter) together with changes in media users' behaviour (culture of participation, citizen journalism), call for analysis of norms and values in the new media environment. Bearing in mind changes occurred in the last two decades, the analysis of media through the lenses of media accountability and professionalism becomes critical. The hypothesis is that the development of media accountability has a positive impact on the quality of journalism and its professionalization.

The goal of the scientific achievement is to analyze media accountability and journalistic professionalism in selected European countries. Bearing in mind the gap in existing knowledge as well as complexity of approaches, the study aims to:

- a) verify the concepts and theoretical approaches related to media accountability, journalistic professionalism, context factors for the development of media and journalism as well as contemporary definitions of journalism,
- b) develop methodology for the study on journalists and media content,
- c) conduct empirical research on journalistic professionalism.

Empirical research goes a long way in explaining:

- a) journalistic perception of contextual factors (politics, economy, society),
- b) journalistic perception of tools and practices supporting media accountability, with particular emphasis on new and media technologies,
- c) relationship between perception of media obligations and the actual practices in the newsrooms,
- d) the level of journalistic professionalism in the crisis situation,
- e) potential differences and similarities in the perception of media accountability in selected European countries, as well as specific features of journalistic professionalism in Central and Eastern Europe.

Research questions

Among the salient research questions to be addressed are:

- To what extent changes in contemporary journalism affect existing theories and concepts, such as media accountability and journalistic professionalism?
- What research methods can be used to verify media accountability and journalistic professionalism in the 21st Century?
- What criteria define contemporary journalists?
- What are the biggest problems for journalism development in selected European countries?
- To whom European journalists feel accountable?
- How do journalists react to criticism from the publics?

³ See for instance: J. Olędzki (1998), Polish Journalists: Professionals or Not? [in:] D. Weaver (ed.), *The Global Journalists. News People Around the World*. New Jersey: Hampton Press Inc; Z. Bajka (2000), Dziennikarze lat dziewięćdziesiątych [Polish Journalists in the 1990s], *Zeszyty Prasoznawcze* 3–4: 42–63. A. Stępińska, S. Ossowski, S. (2011), Dziennikarze w Polsce: wartości, priorytety i standardy zawodowe [Journalists in Poland: Values and Professional Standards], *Studia Medioznawcze*, nr 1: 17–30; T. Kononiuk (2013), *Profesjonalizacja w dziennikarstwie* [Professionalization in Journalism]. Warszawa: Wydawnictwo Aspra-JR.

- How do European journalists assess the effectiveness of traditional media accountability mechanisms, such as codes of professional ethics, press councils and journalistic associations?
- How do journalists perceive the impact of new media and technologies on journalistic ethics and media accountability?
- What kind of practices supporting media accountability have been introduced by media firms in selected countries in Europe?
- What is the role of media managers in debates on quality-related issues?
- How do journalists behave in the crisis situation?
- What are the differences in perception of media accountability and journalism professionalism in Europe?
- What are the specific features of media accountability systems in Central and Eastern Europe?

Hypotheses

Outcomes of empirical research aims to test the following hypotheses:

H1: Economic pressure is perceived as the biggest threat for professional journalism development,

H2: Journalists attach more attention to traditional mechanisms fostering media accountability,

H3: There is a contradiction between the assessment of media obligations and evaluation of the actual newsroom practices,

H4: Journalism reporting becomes biased in the crisis situation,

H5: The level of media accountability and journalistic professionalism is lower in Central and Eastern Europe, as compared to other European countries.

Research plan, the scope of the study and description of the achievement

Research on media accountability and journalistic professionalism presented here was conducted in the course of three international projects. Outcomes from “MediaAcT” initiative (2010–2013) were followed by more detailed analysis in a study entitled “Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden”. Hypothesis no. 4 is being tested in relation to content analysis and semi-structured interviews conducted within the project “Ukraine and Information War”. The study aimed to analyze media coverage of the conflict in Ukraine in 2014 (Table 1).

Researchers from 14 countries participated in “Media Accountability and Transparency in Europe”: Germany, France, Italy, Finland, Austria, Switzerland, Tunisia, the Netherlands, Romania, United Kingdom, Estonia, Jordan, Spain and Poland. “Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden” was conducted based on the analysis of three different media systems – Russia, Sweden and Poland. In both projects, I was a member of research team based at the University of Wrocław. In the case of “Ukraine and Information War”, which involved researchers from Russia, Sweden, Poland and Ukraine, I coordinated the work of the Polish team (University of Warsaw).

Table 1. Timeline of three international projects

2010	2011	2012	2013	2014	2015
"Media Accountability and Transparency in Europe"					
	"Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden"				
				"Ukraine and Information War"	

Source: Author.

Results of the "MediaAcT" study are being presented in line with contributions on media accountability system in Poland [1]⁴, the role of contextual factors in journalism development [6] [7] [9] as well as the potential of new media and technologies [8]. Innovations in media accountability are further analyzed in country reports and studies based on semi-structured interviews in selected European countries [2] [3] [4] [5] [16]. In addition to this, I conducted a study on the perception of media accountability by different generations of Polish journalists (20–30 years old, 31–50 years old, 50+ years old) [11]. One of the studies also examined internal practices and conditions for media accountability development [17]. Research outcomes of "Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden" are presented by mapping features of journalistic population [13] and presenting the discussion on the project results [15]. Media coverage of the crisis in Ukraine by Polish media are presented through the outcomes of content analysis [18]. Results from both "MediaAcT" and "Ukraine and Information War" were published in international journals – "European Journal of Communication" (Impact Factor 2015: 1.095; 30 points at the list of scientific journals by the Ministry of Science and Higher Education) [12] and "Journalism Studies" (Impact Factor 2015: 1.044; 20 points at the list of scientific journals by the Ministry of Science and Higher Education) [19]. The list of studies includes papers examining the outcomes of media transformation and changes in Central and Eastern European journalism [10] [14].

During the work on data collection and analysis of the results I collaborated with several researchers. Team work is important in international research initiatives. Collaboration with authors from other countries stimulates discussions on the findings; it further helps to formulate conclusions.

Theory background

One of the objectives of papers included in the scientific achievement has been to verify theories related to journalism in the digital age. In the course of three international studies I participated in several discussions highlighting a need to clarify and update concepts of media accountability, professionalism, context factors and journalism.

"Media Accountability and Transparency in Europe" initiative was to test three models of media and politics by Hallin and Mancini (professional professional autonomy, journalism education as well as norms and values). Researchers from the "MediaAcT" consortium used the concept of media accountability defined by Claude-Jean Bertrand and Denis McQuail. Thus, media accountability was understood as processes through which media organizations

⁴ The numbers in brackets indicate the number of a given publication, as defined in the list of scientific achievement.

are accountable to society for the quality and results of publication⁵. Changes in media and society helped to create a view holistic on media accountability. The new concept underlined that media accountability processes refer to activities, which aim at monitoring, criticizing and commenting on media and journalism [5] [6] [16].

The adoption of a broad research perspective further resulted with typology of tools fostering media accountability. All the practices were defined in line with traditional mechanisms (codes of journalistic ethics, press councils, journalistic unions and associations), as well as initiatives originated from online media and the Internet. Different types of tools were further grouped into internal and external practices – initiatives from journalistic communities and from the third parties (non-governmental organizations, representatives of higher education institutions, bloggers, users of social media) accordingly [5] [16]. Media accountability innovations introduced by media organizations were examined in relation to actor transparency (practices supporting media accountability before the processes of publication), production transparency (practices supporting media accountability during the processes of publication) and responsiveness (practices supporting media accountability after the processes of publication) [2] [3] [4] [5] [8] [16].

One of the challenges has been to develop framework for the analysis of contextual factors for journalism development. Researchers have built on concepts by Jo Bardoel and Leen d'Haenens [4] [6] [11] as well as Torbjörn von Krogh [7]. References were also made to the concept of journalistic fields by Pierre Bourdieu [9] and journalism culture by Thomas Hanitzsch [10] [11].

All research initiatives required examination of different ways in which one can define contemporary journalism. "MediaAcT" consortium defined journalist as a person who meets three basic criteria: functional (preparation and dissemination of news), organizational (relations with media organization) and economic (at least 50 percent of income from journalistic activity) [6] [11]. In the course of "Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden" I mapped additional ways to define journalism. Bearing in mind complexity of approaches I developed model for comparative study on journalism. The scheme included journalistic responsibilities, education and work experience, employment conditions, salary, membership in trade unions and associations, the system of values and norms as well as serving society [13].

Research tools and methodology

Methodology of scientific achievement is connected to assumptions adopted within three international projects. Thus, the study is based on different methods and research tools; it includes quantitative, qualitative and comparative approach (Table 2).

Research in "MediaAcT" project was carried out by using online survey addressed to journalists in each country. The questionnaire consisted of 20 questions, which were designed to map journalistic perception of the main problems for quality journalism development, the role of media managers as well as effectiveness of media accountability practices. Empirical studies were conducted in the Spring and Summer of 2011 on a representative sample of journalists in each country. Research in Poland was preceded by an attempt to indicate the number of journalists in the country (11,989 people). Research sample for the study on Polish journalists (100 people) was developed by taking into account different media (press, radio, TV, online media) and roles in the newsrooms (managerial level vs. operational level). Journalists from daily newspapers created the biggest group of respondents (37 percent) [6] [17]. Empirical findings from Poland were further compared to the results obtained in Germany,

⁵ D. McQuail (2010), *McQuail's Mass Communication Theory. Sixth Edition*. London: Sage.

France, Finland, Austria, Switzerland, Tunisia, the Netherlands, Romania, Jordan, Estonia, United Kingdom, Spain and Italy. In addition, I conducted 14 semi-structured interviews with media experts and journalists in Bulgaria and Serbia. This part of “MediaAcT” study was carried out in the Fall and Winter of 2010. The goal was to examine practices supporting media accountability in Central and Eastern Europe [2] [3] [4] [5].

Table 2. Research tools and methods in three international projects

	“Media Accountability and Transparency in Europe”	“Journalism in Change: Professional Journalistic Cultures in Russia, Poland and Sweden”	“Ukraine and the Information War”
Survey	Online questionnaire: 20 questions; sample size for Poland – 100 journalists	Questionnaire: 47 questions; sample size for Poland – 500 journalists	–
Semi-structured interviews with journalists and media experts	Interviews in Bulgaria (8) and Serbia (6)	Interviews in Poland (20)	Interviews in Poland (6)
Content analysis	–	–	Coding frame, 37 variables, content analysis of 352 materials in three Polish media firms (10 July 2014–6 September 2014)
Comparative analysis	Yes	Yes	Yes

Source: Author.

“Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden” was based on survey conducted on a sample of 1,500 journalists in three countries (500 respondents in each country). Questionnaire consisted of 47 items, which posed questions on daily journalistic work, professional duties, relationship between journalists and audiences as well as the use of social media. The goal has been to estimate the number of journalists in each country. The number of journalists in Poland was defined at the level of 10010 media professionals. Survey (both online and offline) was conducted in 2012. The findings were confronted with semi-structured interviews with 20 journalists in Poland conducted by researchers from the University of Wrocław. Comparative analysis included the results from Poland, Russia and Sweden [13].

The level of journalistic professionalism in Poland was further investigated in the crisis situation. In the course of “Ukraine and Information War” content analysis of “Fakt”, “Gazeta Wyborcza” and “Wiadomości TVP” was conducted. The coding frame included 37 variables which aimed to examine thematic range of materials, quoted news sources and presentation of selected events. PhD student Róża Smolak conducted semi-structured interviews with employees of three media firms (2 interviews in each media organization). The questions concerned the role of journalists in a conflict situation and examples of pressure from publishers [18]. Comparative studies of findings from Russia, Sweden and Ukraine (content analysis and

semi-structured interviews in three media organizations in each country) was also conducted [19].

In all research initiatives I participated in the processes of research tools creation (questionnaire, survey, coding frame). In the case of "Media Accountability and Transparency in Europe" and "Journalism in Change: Professional Journalistic Cultures in Russia, Poland and Sweden" I took part in the creation of research sample for Poland. In addition to this, I coordinated the processes of data gathering. In each case I was also involved in data analysis and presentation of study results.

Findings from empirical studies

Research conducted in "Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden" indicated characteristic features of journalistic population in three countries. The results from the survey evidenced differences in the structure of the population in relation to demographic traits (sex, age groups and education). The majority of Polish journalists had a degree in higher education. At the same time, 43 percent of Polish respondents did not complete studies in journalism. Both in Poland and in Russia journalists were not satisfied with their income. On the other hand, media professionals in Sweden declared a high level of satisfaction with their salaries [13].

In "MediaAcT" survey Polish and Spanish respondents noted that insufficient salary is a problem for quality journalism development. In the majority of countries, including Poland, journalists indicated that economic pressure is a threat for journalistic professionalism [6] [7]. This has been mostly the case when looking at the responses from the youngest representatives of profession in Poland. Respondents from the oldest generation (50+ years old) were more concerned about the media hypes [11]. The negative impact of the political environment was evidenced in Italy, Romania, Spain and the Arab countries. Journalists in Poland declared low level of responsibility to political parties and the government [6] [7] [9]. According to 38 percent of Polish respondents Internet has increased people's willingness to call news media into account [6] [16]. Moreover, the majority of journalists in Poland did not believe that the public is interested in press freedom and media accountability [6]. The majority of respondents took into account criticism from the audience, although it has been assessed mostly in negative way. Journalists in Poland, as in many other countries, felt responsible primarily to their own conscience [6] [7].

European journalists attached more attention to traditional mechanisms and practices fostering media accountability. Among the most popular tools were codes of professional conduct and editorial guidelines. Respondents from Finland, Estonia, Switzerland and the UK indicated high support towards media self-regulation, while the role of media regulation was seen as critical by journalists from Italy, Romania and Poland [12]. State-of-the-art analysis of media accountability system in Poland has pointed out several weaknesses in relation to political divisions within journalistic communities as well as the lack of effectiveness of the Council of Media Ethics [1]. Only 29 percent of Polish journalists surveyed declared membership in professional associations. Journalistic unions and associations were criticized for being politically-engaged and biased [13]. The potential of media accountability innovations online has not been fully recognized by Polish respondents. A study at organizational level has noted that the majority of media firms in Poland did not yet introduce practices supporting actor transparency, production transparency and media responsiveness [4]. On the other hand, comparative analysis reflecting on three countries from Central and Eastern Europe, evidenced that media firms in Poland were more advanced than media companies in Bulgaria and Serbia [5].

In-depth analysis of “MediaAcT” survey allowed to analyze potential distinctions between perception of tools and the actual practices in the newsrooms. For instance, although more than 50 percent of Polish respondents pointed out a need to publish ethical standards and mission statements online, only 33 percent of journalists surveyed recognized it as the actual practice [17]. Media professionals in Poland noted that media managers engaged with media accountability mostly as a result of media criticism from the public. Only 35 percent of Polish respondents indicated that media managers encourage debates about quality-related issues. Findings from “MediaAcT” further evidenced more differences when looking at different types of media and job positions (managerial level vs. operational level) [17].

In the media coverage of the crisis in Eastern Ukraine (2014), news items in Poland were mostly related to the impact on international politics, Malaysia Airlines plane crash as well as economic sanctions from Russia. Content analysis of “Fakt”, “Gazeta Wyborcza” and “Wiadomości” TVP1 evidenced support for Ukraine and fear of Russian expansion. Crisis in Ukraine was described in terms of ‘war’, ‘conflict’ and ‘invasion from Russia’. Media in Poland made several references to events from the Polish history, which included World War II and the Polish plane crash in Smolensk. During semi-structured interviews journalists paid attention to ethical dilemmas and journalistic objectivity. Some of them have also noted that the list of potential problems included safety, sources verification and time pressure [18]. On the basis of findings from content analysis in four countries (Russia, Ukraine, Poland and Sweden) researchers have created model of news reporting. Media coverage in Russia was seen as biased and politically controlled, while the most neutral way of reporting was recognized in the case of Sweden. Media from both Poland and Ukraine were seen as biased and being free from external political pressure [19].

Empirical studies conducted within three international projects opened-up the floor to discussions on potential similarities and differences between case studies in Europe. For instance, countries in Central and Eastern Europe were characterized through insufficient tools of media accountability, media commercialization and underdevelopment of civil society. Examples of the lack of journalistic objectivity might be explained through the lenses of media and political transformation [14]. No universal model of media accountability and journalistic professionalism in the region has been or can be applied. For instance, “MediaAcT” study has pointed out significant differences in the assessment of political pressure in Poland and Romania [7]. Political divisions within journalistic communities were seen in Serbia [3]. The case of Bulgaria has also been analyzed in connection to the lack of media transparency [2]. On the other hand, respondents in Estonia were positive when analyzing the effectiveness of media accountability and the role of public criticism [7]. Finally, the study on Russian journalists indicated strong links between media and politics, which often result with biased reporting and external pressures [19]. Moderate level of media professionalism in Central and Eastern Europe goes in line with the lack of effectiveness of media accountability. Although journalism in Central and Eastern Europe is also influenced by global processes, any similarities and differences shall be explained through the impact of contextual factors [10] [15]. This includes the level of press freedom, international politics and security [18] [19].

Discussion about findings

All the findings presented above help to verify the study hypotheses:

H1: The studies showed that in many countries in Europe economic pressure is being seen as the biggest threat for quality journalism development.

H2: Journalists attach more attention to traditional mechanisms fostering media accountability. In many countries, including Poland, the potential of new media and technologies has not been recognized yet.

H3: There are differences between perception of media accountability tools and the actual practices in the newsrooms.

H4: In a situation of crisis journalistic reports become biased. This has been evidenced – for instance – in content analysis of media in Poland, Ukraine and Russia.

H5: Media accountability and journalistic professionalism in Central and Eastern Europe is lower as compared to other European countries. In addition, no universal model for Central and Eastern Europe has been or can be applied.

All the findings presented in scientific achievement should take into account theoretical and methodological assumptions as well as changes in contemporary journalism. It should be noted that it has become complex to develop universal research tool that could reflect on journalistic professionalism in different countries. In addition to this, one need to bear in mind that the understanding of different categories often depends on cultural, societal, political and historical context of a given country. It might be critical to discuss new ways to measure media accountability and journalistic professionalism; this could include a study of organizational structures and corporate cultures. One of the challenges for future research is to evaluate journalistic quality by the users of media.

Dissemination

I presented the results from three projects during several international and national conferences (Vienna, 2010; Moscow, 2011; Lugano, 2012; Prague, 2012; Phoenix, 2012; Gdańsk, 2012; Poznań, 2012; Warsaw, 2012; Kaunas, 2013; St. Petersburg, 2014; Seattle, 2014; Sofia, 2014; Wrocław, 2014; Łódź, 2015; Stockholm, 2015; Tartu, 2016; Budapest, 2016). In 2012 I was co-organiser of “MediaAcT” meeting and international conference on media systems analysis in Wrocław. In 2015 I organized a meeting for researchers from “Ukraine and Information War” project in Warsaw. Report from the “MediaAcT” study was published in 2011 in “*Studia Medioznawcze [Media Studies]*”⁶. In 2012 I was a member of organizing committee of the conference “Changes in Journalism. Professionalization and Journalism Culture in Poland”, which took place December 5, 2012 at the University of Warsaw. The goal of the meeting was to present findings from “Journalism in Change. Professional Journalistic Cultures in Russia, Poland and Sweden” to policy-makers and journalists from the Polish Press Agency, Telewizja Polsat, TVP1, TVN, Polish Radio, Polish Radio Gdańsk, RMF FM, “Fakt” and interia.pl. In the course of “MediaAcT” researchers have also created a set of good practices to promote accountability in the media⁷ as well as guidelines for media managers⁸. In addition, I was involved in the preparation of a training tool – multimedia presentations on accountability and

⁶ Barczyszyn, P., Głowacki, M., Michel, A. (2011), Projekt 7. Programu Ramowego Komisji Europejskiej (2010–2013) we Wrocławiu: Odpowiedzialność i przejrzystość mediów w Europie: MediaAcT [EC 7th Framework Programme (2010–2013) in Wrocław: Media Accountability and Transparency: MediaAcT], *Studia Medioznawcze*, nr 2: 129–134.

⁷ *Best Practice Guidebook: Media Accountability and Transparency Across Europe*, http://www.mediaact.eu/fileadmin/user_upload/Guidebook/Best_Practice_Guidebook_new.pdf [Accessed 4 November 2016].

⁸ *Media Managers' Guidelines to Quality Management and Accountability*, http://www.mediaact.eu/fileadmin/user_upload/Guidebook/guidelines.pdf [Accessed 4 November 2016].

transparency that can be used in teaching and training⁹. I refer to findings from all the projects during my meetings with students at Warsaw University.

5. Other scientific achievements

My other research interests are related to public service media (PSM) governance and organizational culture of PSM firms. Research interests are also related to media and communications development in Central and Eastern Europe, with the special emphasis on the outcomes of media transformation and a need for collaborating internationally.

In addition to studies listed in the scientific achievement I published a total of 45 works on different themes (5 of the papers were published before completing PhD programme). I published 3 articles in scientific journals listed and/or abstracted in Journal Citation Reports or the European Reference Index for the Humanities as well as 6 articles in collective books. I was co-editor of 5 books published in English. In addition to this, I am the author of monograph, which was published based on the results of my doctoral dissertation (2011). In the period of 2010–2016 I was editor/co-editor of 7 issues of “Central European Journal of Communication” – the official journal of the Polish Communication Association. I am co-author of four papers on European media policy (“Studia Medioznawcze [Media Studies]”). The list of my publications also includes 4 expert opinions, 7 reports from projects and conferences, 3 expert opinions for the National Broadcasting Council (NBC) and a review of book by Nico Carpentier.

In the period of 2009–2016 I participated in 40 conferences, of which 38 were international events. I was invited by conference organizers (invited speaker) 13 times (Vienna, 2010 and 2014; Kaunas, 2011; Brussels, 2012; Sofia, 2014; St. Petersburg, 2014; Stockholm, 2014; Dresden, 2014; London, two conferences in 2015; Berlin, 2015; Budapest, 2016; Sarajevo, 2016). In the case of 27 events my participation was based on the acceptance of manuscript/abstract. Among the conferences were international events of the International Communication Association (Chicago, 2009; Phoenix, 2012; Seattle, 2014; San Juan, 2015; Fukuoka, 2016), conferences of RIPE (London, 2010; Tokyo, 2014; Antwerp, 2016) as well as events organized by the Central and Eastern European CEECOM consortium (Bratislava, 2010; Prague, 2012; Kaunas, 2013; Wrocław, 2014; Zagreb, 2015; Tartu, 2016).

In addition to projects discussed in scientific achievement I participated in three international projects on public service media. In 2013 I was awarded scholarship by the Polish-American Fulbright Commission, Senior Advanced Research Awards. In the period of August 2013–February 2014 I conducted post-doctoral research project at School of Communication, American University, Washington, DC. I am principal investigator of the project “Organisational Culture of Public Service Media in the Digital Ecosystems: People, Values and Processes” (2015–2018), funded by Poland’s National Science Center (NCN). In 2012–2016 I conducted 5 additional research projects funded by the University of Warsaw.

The number of citations of my works in all research areas: Web of Science (WoS): 2, Publish or Perish: 92, Google Scholar: 145. H-index varies depending on the database: Web of Science (WoS): 1, Publish or Perish: 4, Google Scholar: 5.

Public service media

The goal of my PhD thesis was to examine the role of the state in media systems in the Nordic countries (media regulation, state subsidies, appointment policies, control over the media content). During the course of my study I obtained three international scholarships and conducted comparative analysis of media policies in Denmark (scholarship of the Danish

⁹ *Online Training Tool on Media Accountability and Transparency*, <http://www.mediaact.eu/training.html> [Accessed 4 November 2016].

Agency for International Education at the University of Aarhus; September–October 2007), Sweden (scholarship of the Swedish Institute at Mid Sweden University in Sundsvall; February–April 2008) and Norway (scholarship of the Research Council of Norway at the University of Oslo; October–December 2008)¹⁰.

After a semester of teaching and research activities at the University of Wrocław I got an opportunity to continue my work on media policy and public service media in the Media and Information Society Division at the Council of Europe in Strasbourg. In the period of March–October 2010 I served as secretary of the international group of experts on public service media governance – Ad-hoc Advisory Group on Public Service Media Governance (MC–S–PG). The group dealt with the role of public service media in a democratic society and examined management methods and governance approaches that could contribute to fulfilling public service media remit in an era of market competition, in addition to studying the growing importance of new media services. As part of my role in Media and Information Society Division I prepared background report for the MC–S–PG meetings in Strasbourg. In the following months I participated in discussions about recommendation and declaration on public service media governance addressed to the Member States. Both documents were adopted by the Committee of Ministers on 15 February 2012¹¹. During my stay in Strasbourg I managed to establish contacts with public service media practitioners and policy makers both on national and international level (the European Commission, the European Audiovisual Observatory and the European Broadcasting Union).

In 2010–2011 I participated in research project which aimed to define legal standards for the reform of public service media in Europe. Project entitled “Future or Funeral?” was supported by Stowarzyszenie Wolnego Słowa, Open Society Foundations and the OSCE Representative on Freedom of the Media. My contributions included the analysis of the future of PSM as institution¹² and public service remit¹³. In 2011, I took part in a Marie Curie Intra-European Fellowship for Career Development (FP7-PEOPLE-IEF-200) project led by Dr. Roberto Suarez Candel (Hans Bredow Institut, Germany). In the course of “Digital PSB. Redefining and Repositioning Public Service in the Digital and Multiplatform Scenariio” I served as country expert on Polish media and participated in the final project conference in Brussels¹⁴.

In subsequent years I carried out research in collaboration with prof. Lizzie Jackson (Ravensbourne, currently: London South Bank University, UK), member of the MS–C–PG group. Bearing in mind a need to continue discussion on the future of public service media in the context of Council of Europe’s documents, we submitted a research proposal to the European Science Foundation (ESF). In 2013 our application entitled “Public Service Media

¹⁰ Głowacki, M. (2011), *Polityka medialna Danii, Norwegii i Szwecji. Analiza porównawcza interwencji państwa w systemy telewizyjne* [Media Policy in Denmark, Norway and Sweden. Comparative Analysis of the Role of the State in Media Systems]. Toruń: Europejskie Centrum Edukacyjne.

¹¹ *Recommendation CM/Rec(2012)1 of the Committee of Ministers to member States on public service media governance (Adopted by the Committee of Ministers on 15 February 2012 at the 1134th meeting of the Ministers’ Deputies)*: https://search.coe.int/cm/Pages/result_details.aspx?ObjectID=09000016805cb4b4 [Accessed 26 October 2016] and *Declaration of the Committee of Ministers on Public Service Media Governance (Adopted by the Committee of Ministers on 15 February 2012 at the 1134th meeting of the Ministers’ Deputies)*, <http://www.ebu.ch/files/live/sites/ebu/files/Publications/Reference%20texts/CoE%20-%20PSM/COE%20REF%20-%20CM%20Decl%20PSM%20governance.pdf> [Accessed 26 October 2016].

¹² Głowacki, M. (2011), Public Service Media in Europe: Future or Funeral? [in:] O. Steenfadt (ed.), *Future or Funeral? A Guide to Public Service Media Regulation in Europe*, Stowarzyszenie Wolnego Słowa: 10–26.

¹³ Głowacki, M. (2011), Towards an Understanding of the Public Service Media Remit Today - A Pan-European Consensus? [in:] O. Steenfadt (ed.), *Future or Funeral? A Guide to Public Service Media regulation in Europe*, Stowarzyszenie Wolnego Słowa: 27–42.

¹⁴ *PSB Digital. Redefining and Repositioning Public Service in the Digital and Multiplatform Scenariio*, <http://www.psb-digital.eu/project/about.html> [Accessed 26 October 2016].

Management – In Search for New Models of Public Service Media in the Era of Social Change and New Technologies” was granted an award of 10000 EUR under the scheme of “ESF Exploratory Workshops”. Our application was listed in the group of 28 successful initiatives which were organized by ESF in 11 European countries¹⁵. ESF workshop was organized in May 12–14, 2013 at the University of Warsaw. The meeting gathered policy makers from the Council of Europe and the European Broadcasting Union as well as experts and public media professionals from 10 European countries. The goal of the meeting was to analyse traditional and innovative forms of governance, the role of the public and shifts in media policy¹⁶. The scientific report from the meeting pointed out a need for multistakeholder discussions on the future of PSM governance. One of the outcomes was to examine internal and external conditions that are necessary for public media model going forward. Participants agreed on a need to analyse PSM from the perspective of its organisational structure and culture¹⁷.

In 2014 we finalised work on the edited collection entitled “Public Service Media Management for the Twenty-First Century: Creativity, Innovation and Interaction” (Routledge: New York and London). In this book scholars and practitioners from the United States, Lithuania, Australia, Austria, Denmark, Switzerland, Bulgaria, the Netherlands, Finland, Poland and the United Kingdom examined challenges and potential barriers for PSM to change¹⁸. In my contribution I created model of public service media governance. The scheme highlighted, above all, a need to include the publics in the processes of decision-making and content creation¹⁹.

In 2013 I was awarded scholarship by the Polish-American Fulbright Commission. In the period of August 2013– February 2014 I conducted postdoctoral research project at the School of Communication, American University in Washington, DC. The goal of the study entitled “The Role of Creativity in Contemporary Media Management. The Case of Social Media and Online Game Industries” was to analyze approaches to media management in the context of new media and changing users’ behaviour. The project aimed to identify practices and tools that support creativity and interaction. During the first stage of the project I conducted literature review of existing studies as well as semi-structured interviews with experts at American University (School of Communication and Kogod Business School). At the same time I developed research tool to study organizational culture of contemporary media firms. The scheme was further used to conduct semi-structured interviews with representatives of selected media organizations. In October and November 2013 I conducted semi-structured interviews with media professionals and experts in Boston, New York, San Francisco,

¹⁵ European Science Foundation. *Workshops List 2013*, <http://www.esf.org/coordinating-research/exploratory-workshops/workshops-list.html?year=2013&domain=> [Accessed 26 October 2016].

¹⁶ Głowacki, M. (2013), O zarządzaniu mediami publicznymi – warsztaty Europejskiej Fundacji Naukowej na Uniwersytecie Warszawskim. Warszawa, 12–14 maja 2013 roku [Public Service Media Governance – ESF Exploratory Workshops at the University of Warsaw. Warsaw, May 12–14, 2013], *Studia Medioznawcze*, nr 3 (54): 168–172.

¹⁷ Głowacki, M., Jackson, L. (2013), *Public Service Media Management - In Search of New Models of Public Service Media in the Era of Social Change and New Technologies*, Report from European Science Foundation Exploratory Workshop (Warsaw, May 12-14, 2013). European Science Foundation, http://www.esf.org/index.php?eID=tx_nawsecuredl&u=0&g=0&t=1477596825&hash=d8c112ade815e0603e4c50c07d1e25824ba04019&file=fileadmin/be_user/ew_docs/_EW12-136_ScientificReport.pdf [Accessed 26 October 2016].

¹⁸ Głowacki, M., Jackson, L. (2014), Towards a Twenty-First Century Public Media: Conclusions, [in:] M. Głowacki, L. Jackson (eds.), *Public Media Management for the Twenty-First Century: Creativity, Innovation, and Interaction*, New York, London: Routledge, 271–288.

¹⁹ Głowacki, M. (2014), New Public+New Media=New Leadership? The Council of Europe’s Approach to Governance in Public Service Media, [in:] M. Głowacki, L. Jackson (eds.), *Public Media Management for the Twenty-First Century: Creativity, Innovation, and Interaction*, New York, London: Routledge, 181–197.

Mountain View and Palo Alto. One of the challenges was to identify changes in media management in American PSMs.

Knowledge and experience from the United States helped me to develop another research proposal. In 2015 I received financial support from Poland's National Science Center to conduct a three-year study on "Organizational Culture of Public Service Media in the Digital Ecosystems: People, Values and Processes" (2015–2018). The goal of the project is to examine organizational culture of public service media in Austria, Belgium (Flanders), Denmark, Estonia, Canada, Poland, the United Kingdom and the United States (Boston, Detroit, Austin). The study aims to identify values and standards as well as their impact on decision-making, team building, rewards and motivation systems, R&D and models of internal communication. The study builds on grey literature review (statutes, reports, policies, codes of ethics, organizational charts), press releases and 150 semi-structured interviews (15 interviews in each country) with experts and employees of public service media. Additional information is gathered through photographs and observations of meetings places, cafes, dress-code, location, architecture, infrastructure, access to public transportation, etc. Organizational culture is examined in line with the concept of creative media clusters, which allows to compare PSM with creative industries and startup communities. The focus on private sector is likely to indicate alternative models that support innovation and participation. Within the framework of the NCN project I collaborate with prof. Lizzie Jackson. In 2015 we made a review of existing theories and further created the concept of media fluidity. In March 2016 I organized workshop on methodology at the University of Warsaw. The goal of the meeting was to finalise the work on research tools – questionnaire and variables for participant observations. In May 2016 we started to collect the data during our research trip to Boston. In the following months I conducted semi-structured interviews with experts and public media employees in Tallinn, Vienna and Brussels. The results of the project will be published in a monograph (in English) and two articles in international scientific journals. Theoretical and methodological approaches have already been presented during international conferences in Montreal (2015), London (2015), Berlin (2015), Fukuoka (2016), Tartu (2016) and Sarajevo (2016).

In the years 2014–2016 I conducted several internal research projects supported by the University of Warsaw: "User-generated Public Media: Challenges for Public Service Media Management" (2014), "Open Innovation in Public Service Media" (2015) and "Political Actors in the Discussion on Public Media Reform: Examples from Poland and the United Kingdom" (2016). In October 2016, in collaboration with prof. Alicja Jaskiernia (University of Warsaw), I organized scientific seminar entitled "Democratization of Media Policy in the Digital Ecosystems". The meeting was attended by media researchers from Cracow, Wrocław, Poznań and Warsaw, as well as representatives of the National Broadcasting Council, Polish Television and the Ministry of Culture and National Heritage. One of the goals was to evidence paradigm shifts in public service media governance²⁰. Referencing to the outcomes of the conference I further looked at the tools supporting participation in public service media in Poland (public consultation, complaints systems, programming councils, associations of viewers and listeners). The study evidenced that Polish PSMs do not fully engage with their publics²¹.

All the challenges related to public service media governance were discussed with policy-makers and public media professionals in Poland. In December 2011 I gathered practical experience from the Strategy Department at the National Broadcasting Council. In subsequent

²⁰ Jaskiernia, A., Głowacki, M. (2015), *Democratization of media policy in the digital mediascapes. Report from scientific seminar at the University of Warsaw (October 17, 2014) / Demokratyzacja polityki medialnej w ekosystemach cyfrowych. Raport z seminarium naukowego na Uniwersytecie Warszawskim (17 października 2014)*. Warszawa: Wydawnictwo ASPRA-JR.

²¹ Głowacki, M. (2015), *Governance of Public Service Media in Poland: The Role of the Public, Media and Communication*, Volume 3, no.4: 26–34.

years I provided expertise to the NBC on issues related to media pluralism^{22,23}. In 2015 I prepared a report on public perception of PSM offer in selected European countries²⁴. All the findings were disseminated during the meetings of the NBC Board. In June 2015 I co-organized international conference “Public Service Media in the Digital Mediascapes”. The meeting gathered media experts and practitioners from the European Broadcasting Union, the Council of Europe, United Kingdom, Austria, Italy, Albania and Denmark. In 2014 I was invited by the Austrian public service broadcaster ORF to take part in the round table discussion “Public Service Media Between Survival, Change and Restart”. The meeting in Vienna was broadcasted in the Austrian television. ORF further invited me to publish expert comments in “ORF Public Value – TEXTE”. My publications included reflections on organizational culture of public service media²⁵ and a need to analyze PSM in the context of international media companies and the rise of startups communities in Warsaw²⁶. Since 2014 – in collaboration with prof. Alicja Jaskiernia – I have prepared reports on media policy of the Council of Europe and the European Commission. Regular publications in the series entitled “European Media Policy” have been published in “Studia Medioznawcze [Media Studies]”.

Research on media in Central and Eastern Europe

In addition to this, my research interests focus on media research in Central and Eastern Europe. On the one hand, I am interested in media systems analysis with regard to media accountability, journalistic professionalism and public service media. On the other hand, I have studied the outcomes of media transformations and further supported activities to integrate scholars from the region.

I have been co-editor of four collective books, which aimed to broaden comparative analysis of media systems in Central and Eastern Europe. In 2010, together with prof. Bogusława Dobek-Ostrowska, dr Karol Jakubowicz and prof. Miklos Sükösd, I edited collection “Comparative Media Systems. European and Global Perspectives” (Budapest: CEU Press). In this book media experts from several countries, including Lithuania, Ukraine, Czech Republic, Poland and Estonia made attempts to analyze media systems in relation to three models of media and politics. The authors of the concept – prof. Daniel Hallin and prof. Paolo Mancini wrote the introduction to the CEU Press book. Hallin and Mancini argued for additional criteria for CEE media systems analysis. This included, for instance, negative role of the state and underdevelopment of civil society²⁷. The outcomes of media transformation were the subject of two additional books co-edited with prof. Bogusława Dobek-Ostrowska: “Making Democracy in 20 Years. Media and Politics in Central and Eastern Europe” (2011)²⁸

²² Garlicki, J., Annusewicz, O., Biernacka-Ligięza, I., Biskup, B., Głowacki, M. (2012), *Pluralizm w polskich mediach elektronicznych* [Media Pluralism in the Polish Electronic Media], Warszawa: Krajowa Rada Radiofonii i Telewizji.

²³ Garlicki, J., Głowacki, M., Klimkiewicz, B., Mider, D., Terlikowski, W. (2014), *Pluralizm mediów z perspektywy użytkownika. Narzędzie dla analizy różnorodności treści informacyjnych* [Media Pluralism from the Perspective of Media Users. A Tool to Analyse Diversity of News], Warszawa: Krajowa Rada Radiofonii i Telewizji.

²⁴ Głowacki, M., (2015), *Sposoby badania społecznego odbioru oferty programowej mediów publicznych w wybranych krajach europejskich* [Public Perception of Public Media Offer in Selected European Countries], Warszawa: Krajowa Rada Radiofonii i Telewizji.

²⁵ Głowacki, M. (2014), Reflections on Culture and Public Service Media in the Digital Ecosystems. *ORF Public Value Report - TEXTE 2013/2014*: 89–92.

²⁶ Głowacki, M. (2016), It's just the starting point! *ORF Public Value Report - TEXTE “Why Independence Matters”*: 12–14.

²⁷ Dobek-Ostrowska, B., Głowacki, M., Jakubowicz, K., Sükösd, M. (eds.) (2010), *Comparative Media Systems. European and Global Perspectives*, Budapest: Central European University Press.

²⁸ Dobek-Ostrowska, B., Głowacki, M. (eds.) (2011), *Making Democracy in 20 Years. Media and Politics in*

and “Media and Democracy in Central and Eastern Europe 25 Years On” (2015)²⁹. In 2014 I co-edited “Journalism That Matters. Views from Central and Eastern Europe” collection, in which the authors from the Czech Republic, Hungary, Poland, Romania, Bulgaria and Serbia analyzed changes in journalism³⁰. I am co-founder and co-editor of Peter Lang’s “Studies in Communication and Politics” – series of monographs and collective works dedicated to theory and practice of democracy, political participation and media-political relations³¹. In the period of 2010–2016 I edited (co-edited) seven issues of “Central European Journal of Communication”. In each case I participated in the selection processes of submitted manuscripts as well as editorial works³².

Collaboration with international associations and scientific journals

Since 2007 I have been a member of the International Communication Association (ICA). Since 2008 I have also been a member of the Polish Communication Association. In 2012 I joined the European Communication Research and Education Association (ECREA). In 2012 – during the ECREA conference in Istanbul – I was elected to management board of ECREA’s CEE-Network (2012–2014). In 2016 I joined the International Political Science Association (IPSA).

Since 2013 I have been a member of the Central and Eastern European Media (CEECOM) consortium, which is responsible for organizing the annual conferences on media research in Central and Eastern Europe. In 2014, I was a member of local organizing committee of CEECOM conference in Wrocław. In 2015 I served as a reviewer of abstracts submitted for CEECOM conference in Zagreb. In addition to this, I supported the organization of two international conferences of the Polish Communication Association – “Political Communication in the Era of New Technologies” (Warsaw, 2011) and “Matters of Journalism. Understanding Professional Challenges and Dilemmas” (Gdańsk, 2012).

In 2014–2016 I was involved in organization of thematic sessions of the Polish Communication Association during the annual conferences of ICA: “Journalistic Professionalization on the Baltic” (Phoenix, 2012), “25 Years of Media Freedom and Democracy in Central and Eastern Europe” (Seattle, 2014), “Journalism Education in the Digital Mediascapes” (San Juan, 2015) and “Public Service Media. An idea of the Enlightenment?” (Fukuoka, 2016).

In 2015, I joined the European Expert Network on Culture and Audiovisual – a team of experts advising the European Commission on culture and the audiovisual media. In 2016, I became a member of the programming council of the Revisionary Interpretations of the Public Enterprise (RIPE) initiative. The goal of RIPE is to strengthen and promote cooperation between academics, managers, policy-makers and professionals from public service media in different parts of the world.

I am the Executive Editor of “Central European Journal of Communication”. Since 2008 I have done work to include and list “CEJC” in several scientific databases, such as ERIH

Central and Eastern Europe, Wrocław: Wydawnictwo Uniwersytetu Wrocławskiego.

²⁹ Dobek-Ostrowska, B., Głowacki, M. (eds.) (2015), *Democracy and Media in Central and Eastern Europe 25 Years On*, Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing.

³⁰ Głowacki, M., Lauk, E., Balcytiene, A. (eds.) (2014), *Journalism That Matters: Views from Central and Eastern Europe*, Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang Publishing.

³¹ *Studies in Communication and Politics*. Peter Lang Publishing, <https://www.peterlang.com/view/serial/COPO> [Accessed 30 October 2016].

³² The list of edited issues of “Central European Journal of Communication” includes: Volume 3, No 4 (1), Spring 2010 (Guest Editor: Lars Nord), Volume 4, No 1 (6), Spring 2011 (Guest Editor: Jerzy Olędzki); Volume 5, No 1 (8), Spring 2012 (Guest Editor: Aukse Balcytiene); Volume 6, No 2 (11), Fall 2013; Volume 7, No 2 (13); Fall 2014 (Guest Editors: Dominic Wring and Norbert Merkovity); Volume 8, No 1 (14), Spring 2015 (Guest Editor: Romy Wohlert); Volume 9, No 2 (17), Fall 2016 (Co-editor: Jacek Nożewski, Guest Editor: Gunnar Nygren).

PLUS, SCOPUS, Index Copernicus (IC Journals Master List), The Central and Eastern European Online Library (CEEOL), The Central European Journal of Social Sciences and Humanities (CEJSH), SCOPUS and BazHum. I am a member of the editorial board of "Global Media Journal – The Slovak Edition" (Bratislava, Slovakia). Since 2015 I have been a member of editorial team of "Studia Medioznawcze [Media Studies]". During my time in ECREA's CEE-Network I created a database of scientific journals in communication and media in Central and Eastern Europe. CEE Journal Database includes 37 scientific journals published in 17 countries in the region – Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Montenegro, the Czech Republic, Estonia, Lithuania, Macedonia, Moldova, Poland, Romania, Russia, Serbia, Slovakia, Slovenia and Hungary³³. I have served as a reviewer of manuscripts submitted for publication in the following scientific journals: "Medijske Studija/Media Studies", "International Journal of Communication", "European Journal of Communication", "Media and Communication", "Communications: The European Journal of Communication Research" and "Studia Medioznawcze [Media Studies]".

Teaching

Since 2011 I have conducted the following classes for students of journalism at the University of Warsaw: "Polish Media System", "International and Intercultural Communication", "Contemporary Models of Media Systems", "Media Systems in the Modern World", "Media Transformations in Poland after 1989", "Media Policy and Public Service Media in Europe", "Media Accountability and Transparency" and "Journalism Culture". In addition to classes in Polish, I teach international exchange Erasmus students on "Journalism Culture", "Media and Democracy" and "Comparative Media Systems". In the academic year 2014/2015 I conducted seminars for students of the Bachelor's degree. In the period of 2013–2015 I supervised a student from Individual Interdisciplinary Studies in Social Science and Humanities (MISH). In the academic year 2014/2015 I was supervising a student from Turkey, who studied the impact of digitalization on media management. Since 2015 I have provided support as a PhD supervisor of Róża Smolak – doctoral student at the University of Wrocław. PhD thesis, entitled "Coverage of the Russian-Ukrainian Conflict by Polish Media (2014-2015)", is being developed under the supervision of prof. Bogusława Dobek-Ostrowska.

Honors and awards

In 2013, I received an award of the Rector of the University of Warsaw for scientific achievements. In 2016 I was awarded a price for scientific work by the Dean of the Faculty of Journalism and Political Science, University of Warsaw. In 2012 and 2013 I was granted scholarships "START" by the Foundation for Polish Science. For the period of 2012–2015 I received an award for outstanding young scholars by the Ministry of Science and Higher Education. One of the achievements was also to participate in the final stage of the UNESCO "Young Professionals" programme. In 2011 my application for a job in the sector of information and communication has been selected by the Polish National Commission for UNESCO. My application has been selected by the Secretariat of UNESCO in Paris. In July 2011 I participated in the final stage of recruitment processes. I was in the group of three best young practitioners and researchers in information and communication.



³³ CEE Journals Database, http://ptks.pl/ceecom2014wroclaw.pl/?page_id=593 [Accessed: 6.11.2016].

