



## DETAILED PROGRAM OF THE CEECOM 2021 CONFERENCE

The Time Zone of CEECOM 2021 is the Central European Summer Time (CEST), i.e. 2 hours ahead of Coordinated Universal Time (UTC).

**Friday 22.10.2021**

### **12.30-12.45 OPENING OF THE CONFERENCE**

- Chair of the ECREA's CEE Network
- Representatives of the Jagiellonian University
- President of the Polish Communication Association (PTKS)
- Representatives of the Diplomatic Corps in Krakow

### **12.45-13.00 ABOUT CEECOM**

### **13.00-15.00 KEYNOTE SPEAKERS**

- Convenor: Malgorzata Winiarska-Brodowska (Jagiellonian University, Poland)

*Speakers in Alphabetical order:*

**13.00-13.30 KEYNOTE ADDRESS**

**ALINA BÂRGĂOANU**

**NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION,  
ROMANIA**

*Global narratives, local adaptations. The case of pandemic conspiracy narratives crossing the public spaces in Central and Eastern Europe*

**13.30-14.00 KEYNOTE ADDRESS**  
**MICHAEL BRÜGGEMANN**  
**UNIVERSITY OF HAMBURG, GERMANY**

*Discursive Polarization in the Debate on Climate Change*

**14.00-14.30 KEYNOTE ADDRESS**  
**BOGUSŁAWA DOBEK-OSTROWSKA**  
**UNIVERSITY OF WROCLAW, POLAND**

*Media Systems in Central and Eastern Europe. Three Decades After the Communism: Closer or Further to Democracy?*

**14.30-15.00 KEYNOTE ADDRESS**  
**ZRINJKA PERUŠKO**  
**UNIVERSITY OF ZAGREB, CROATIA**

*The Communication Critical Juncture: The Shape of "Hybrid" Media Systems in CEE*

**15.00-15.15 BREAK**

**[15.15-19.00 SPECIAL PANELS](#)**

**15.15-16.45 ECREA'S CEE NETWORK**

*CEE Network – its origin, development and future*

Panel Chair: Lenka Vochocová (Charles University, Czech Republic)

- Academic emancipation in media studies in CEE: mission completed?

Irena Reifová (Charles University, Czech Republic)

- Does ECREA still need a CEE Network? Taking stock and moving on

John Downey (Loughborough University, UK)

- Professional identity of young communication scholars from CEE – obstacles and opportunities

Dina Vozab (University of Zagreb, Croatia)

## 16.45-17.00 BREAK

17.00-18.00

## POLISH COMMUNICATION ASSOCIATION (PTKS)

### *Social communication and media studies in Poland – heritage and future*

Panel Chair: Iwona Hofman (President of the Polish Communication Association)

- *The discipline of social communication and media studies – genesis and achievements*

Iwona Hofman (President of the Polish Communication Association)

- *The establishment of Polish Communication Association and the role of the society in consolidating the community of Polish journalism and media researchers*

Bogusława Dobek-Ostrowska (University of Wrocław, Poland)

- *Journalism and social communication as a field of study – history and present*

Teresa Sasińska-Klas (Jagiellonian University, Poland)

- *Information science and book studies in the discipline of social communication and media studies – genesis and achievements*

Jadwiga Woźniak-Kasperek (University of Warsaw, Poland)

- *The development of media and new communication technologies as a research challenge*

Stanisław Jędrzejewski (Kozminski University, Poland)

- *Development of young academics and international cooperation in media research*

Katarzyna Kopecka-Piech (Maria Curie-Skłodowska University, Poland)

18.00-19.00

## CENTRAL EUROPEAN JOURNAL OF COMMUNICATION (CEJC)

### *Scholarly Journals in Central and Eastern Europe: Collaborative Practices to Support Knowledge Exchange*

- Panel Chair: Michał Glowacki (Central European Journal of Communication, Poland)

Guests:

- Viktorija Car (Medijske Studije, Croatia)
- Marton Demeter (KOME – An International Journal of Pure Communication Inquiry, Hungary)
- Anna Gladkova (The World of Media, Russia)
- Magdalena Hodalska (Zeszyty Prasoznawcze, Poland)
- Elena Negrea-Busuioc (The Romanian Journal of Communication and Public Relations, Romania)
- Sergei Samolenko (Communication Association of Eurasian Researchers, CAER)
- Agnieszka Stępińska (Central European Journal of Communication, Poland)

19.00-19.30

## COM.PRESS – SCIENTIFIC JOURNAL

### *Scientific journals for young scholars in Central and Eastern Europe: experience and challenges*

- Panel Chair: Dominika Popielec (Com.press, Poland)
- Com.press editors

Guest:

- Yordan Karapenchev (Sofia University St. Kliment Ohridski, Bulgaria)

**Saturday 23.10.2021**

9.00-18.30

## PARALLEL THEMATIC SESSIONS

**SESSION I (9.00-11.00)**

**9.00-11.00:**

## **Broad-, narrow- and egocasting. How does mediamorphosis affect the work of journalists?**

Chair: Sławomir Doległo

Roundtable discussion with representatives of Polish media

Beata Biel, TVN24  
News Digital Premium Development Unit Director

Adam Czerwiński, RMF FM  
Music Director

Daniel Rząsa, 300Gospodarka.pl  
Editor in Chief

Patryk Stanik, Tygodnik Powszechny  
Communications Manager

Kamil Turecki, Onet.pl  
International Affairs Journalist

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**9.00-11.00:**

### **Researching public spheres**

Chair: Svetlana Bodrunova

*Cumulative deliberation: A closer-to-life way of assessing networked discussions*  
Svetlana Bodrunova

*Aggressive Commenting on the Russian YouTube: Deliberative Potential of Opinion Cumulation*  
Svetlana Bodrunova, Anna Litvinenko

*Media and (or) networked public: Russian-speaking Instagram blogs in Czech Republic, Poland, and Serbia*  
Anna Smoliarova, Yuliya Taranova

*Complaining audiences and hyperlocal journalism on VK.com*  
Kamilla Nigmatullina, Nikolay Rodosky

Discussant: Teresa Sasinska-Klas

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**9.00-11.00:**

### **Media regulation – Poland, CEE countries and the EU**

Chair: Alicja Jaskiernia

*The technological approach in the European Union's audiovisual media policy*

Alicja Jaskiernia

*The future and prospects of press publishers in the Digital Single Market*  
Jędrzej Skrzypczak

*Media, state and transparency: Gateways and limits of media transparency regulation in Poland*  
Beata Klimkiewicz

*The approach of audiovisual regulators to the Covid-19 pandemic. The Case of Ofcom and KRRiT*  
Dagmara Sidyk-Furman

*Ex ante tests in the media policy of Central and Eastern countries*  
Katarzyna Konarska

*Disinformation as a challenge to media policy*  
Michał Kuś, Paulina Barczyszyn-Madziarz

Discussant: Beata Klimkiewicz

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**9.00-11.00:**  
**Regional experiences during COVID-19 pandemic**

Chair: Dina Vozab

*Evaluating Communication Online Training in the Workplace during COVID-19 Pandemic*  
Sónia Cristina Melo da Silva, Teresa Ruão, Sandra Marinho

*Communication mechanism and inspiration of Covid-19 in Chinese society*  
Li Peng-Peng

*Studying the reactions of Iranian celebrities and their fans to Covid-19 on Instagram*  
Mahmoud Farhadimahalli, Zohreh Javadieh

*The image of the pandemic in Polish women's magazines*  
Natalia Walkowiak

*A risk to me? A risk to us? Media and pandemic. Insights from Bulgaria and Romania*  
Romina Surugiu, Vyara Angelova

*An illiberal Press Genre. The Press Conferences of the Operational Group during the SARS  
COVID-19 Pandemic in Hungary*  
Edina Kriskó

*Solidarity in the crisis*  
Magdalena Ratajczak

Discussant: Anna Słupek

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11.00-11.15 BREAK

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## **SESSION II (11.15-13.15)**

**11.15-13.15:**

### **International relations and media**

Chair: Malgorzata Winiarska-Brodowska

*Polish Press Agency as a non-state actor in international politics?*

Julia Trzcńska, Róża Norström

*How states around the world censor the Internet?*

Gergely Gosztonyi

*Searching for publicity - radical non-state parties and their search for popularity on social media*

Jakub Stolarczyk

*Enemy image construction in US Presidents' justifications for the use of force*

Marta Kobylska

*Media frames in ro.sputnik.md. The coverage of the 2019 Romanian presidential campaign*

Teodora Șandru, Andreea Mogoș

*How to compare digital diplomacy activities? The proposal of E-dip measure*

Katarzyna Pagacz

Discussant: Teresa Sasińska-Klas

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**11.15-13.15:**

### **Old and new ways of political expression**

Chair: Agnieszka Stępińska

*The 'gender danger': how the EU became an enemy of the traditional values*

Ralitsa Kovacheva

*Challenging the 'leftist social media': Polish conservative media discourse on right-wing alternative social media*

Szymon Wigienka

*Four sources of success – the EP elections in Poland*

Paweł Matuszewski, Jarosław Flis, Waldemar Wojtasik

*Youth, media and politics. Social media use among Polish first-time voters: a case study of Covid-19 pandemic and women's strike*

Roksana Zdunek

*The profiles of politicians in women's press in Poland in 1990-2019. Comparative analysis*

Olga Dąbrowska-Cendrowska

*Spaces of creative political expression - form, language, community*  
Karina Veltzé

Discussant: Agnieszka Walecka -Rynduch

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**11.15-13.15:**  
**Media and culture**

Chair: Małgorzata Lisowska-Magdziarz

*Agency and sense of agency in online cultural practices*  
Otilia Ármeán

*Media and nostalgia in the 21st century*  
Dariusz Brzeziński

*Shaping the pope's authority through media consumption*  
Damian Guzek

*Binging - a fad or a permanent change in media consumption?*  
Małgorzata Kisilowska

*Media consumption in the interface regions on the example of Poland, Ukraine and Hungary.  
Analysis of empirical research*  
Jarosław Kinal

*Characteristics of advertisements in Albanian newspapers for the years 2013-2015*  
Eugent Kllapi

*The Joker myth as mediated stereotype in international media discourse*  
Teodora-Elena Grapă

Discussant: Sławomir Doległo

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**11.15-13.15:**  
**Risks and threats of contemporary communication**

Chair: Katarzyna Drağ

*'Wake up and think of the children!': Ambivalent relationship between motherhood, femininity and anti-vaccination*  
Marita Zitmane, Elza Lāma

*Record, link and revolt. Alternative practices of journalism under the State of Exception in Hong Kong*  
Qiu MoFan



*E.coli outbreak, Romania and crisis communication: a case study on the Brădet dairy products*  
Ioan Miclea

*Media scam excellent – Claas Relotius case*  
Agnieszka Szymańska

*Brands at Risk From Disinformation. Meta-Analysis of Commercial Disinformation Studies and Cases*  
Jindřich Oukropec

*Online astroturfing in presidential campaigns in a comparative perspective: the examples of the United States and Poland*  
Katarzyna Lorenc

Discussant: Katarzyna Radwańska

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13.15-14.15 LUNCH BREAK

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### **SESSION III (14.15-16.15)**

#### **14.15-16.15: The communication revolution**

Chair: Małgorzata Lisowska-Magdziarz

*The communication revolution - what it is about and whether it is possible to turn away from it in anyhow?*  
Katarzyna Kopecka-Piech

*Challenges to journalistic human capital (JHC) in adaptation to the conditions of new communication revolution: a conceptual deliberation*  
Epp Lauk, Halliki Harro-Loit

*Is the digital transformation for all?*  
Erika Tökés Gyöngyvér

*A shift in perspective: from news culture to interactive explanations*  
Waldemar Bojakowski

*Doing privacy. Media practices and digital citizenship during (another) media revolution*  
Jakub Nowak

*The use of biometric measurements in assessing the effectiveness of public awareness campaigns - research opportunities and challenges*  
Karolina Brylska

Discussant: Julia Trzcińska

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**14.15-16.15:**

**Central and Eastern Europe – regional challenges and current context**

Chair: Andrej Školcak

*Just a ‘mouthpiece of biased elites’? Populist attitudes and trust in the public service media in the Czech Republic*

Klara Smejkal

*Ideologically-charged news. The case of Hungarian public broadcast and the attention-based politics*

Norbert Merkovity

*Viktor Orbán’s Facebook activity related to Covid-19 during the first wave of the pandemic*

László Petrovszki, Tamás Szekeres

*Viktor Orbán’s Facebook activity related to Covid-19 during the second and third wave of the pandemic*

Tamás Szekeres, László Petrovszki

*Changing concepts and power dynamics. Public discourse in a time of crisis*

Orsolya Szabó Palócz

*Populist framing of politics in political entertainment – the case of Volodymyr Zelensky’s TV comedy show*

Natalya Ryabinska

Discussant: Aleksandra Urzędowska

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**14.15-16.15:**

**Communication Inequalities and Contradictions of Journalism in Socialist Yugoslavia**

Chair: Jernej Amon Prodnik

*Memories of SFRY Journalists: A Historical Study of Journalistic Roles at Tanjug News Agency*

Igor Vobič, Kristina Milić, Ana Milojević

*Communicating dissent in socialist Yugoslavia: How did the Yugoslav press represent June 1968 student protests?*

Dunja Majstorović, Dina Vozab

*Slovenian critical intellectuals between the Yugoslav and Slovenian public sphere in 1980s*

Marko Zajc

*Journalist as a Socio-Political Worker: Ideology and Practice of Slovenian Journalists in Socialist Yugoslavia*

Jernej Amon Prodnik, Nina Žnidaršič

Discussant: Dina Vozab

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**14.15-16.15:  
Communication in the pandemic**

Chair: Weronika Świerczyńska-Głównia

*News shareability analysis: Global television channels and multicultural digital audience during the pandemic time*

Bartłomiej Łódzki

*Towards the conceptualization and implementation of a pan(de)medial event: from sources of inspiration to a theoretical and methodological framework*

Anna Jupowicz-Ginalska

*Fighting Covid-19 with data: analysis of award-winning data journalism from Sigma Awards 2021*

Liis Auväärt

*The impact of COVID-19 information on local governments communication in social media. A study of selected official city profiles on Facebook.com*

Krzysztof Kowalik

*Towards online research – adapting to new methods caused by Covid-19 pandemic social isolation*

Dominika Saad, Maria Nowina Konopka

*Participatory culture in the social media – the birth and development of the Visible Hand Movement during the Covid-19 pandemic*

Martyna Dudziak-Kisio, Wojciech Dudziak

*Consumer TV habits during the COVID-19 pandemic - newscasts in the times of social isolation*

Marlena Szyber, Katarzyna Piórecka

Discussant: Sławomir Doległo

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16.15-16.30 BREAK

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**SESSION IV (16.30-18.30)**

**16.30-18.30:  
Media transformations and political communication**

Chair: Epp Lauk

*Media and non-consolidated democracy regimes*

Irina Milutinović

*Facebook as a Platform for Election News Engagement in an Emerging Democracy*

Lindita Camaj, Gjylie Rexha

*Social media use in political communication - (r)evolution of flow of information?*

Kinga Adamczewska

*Do left-wing partisans dominate Polish Facebook and Twitter? Digital trace data analysis of Internet outlets and social media users in the context of ideological slant*

Grzegorz Ptaszek, Anna Miotk, Marek Robak

*Why people avoid political news? Findings from quantitative and qualitative studies on news consumption in Poland*

Denis Halagiera, Agnieszka Stępińska

*Who do you believe, and who do you support in politics? Preliminary results of the experiment (triangulation of methods – eye-tracking, facetracking, questionnaire, IDI)*

Tomasz Gackowski

Discussant: Norbert Merkovity

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**16.30-18.30:**

**Misinformation and disinformation**

Chair: Małgorzata Winiarska-Brodowska

*Susceptibility of the Estonian Russian-speaking Audience to the Spread of Fake News and Information Disorder in the News Media*

Mihhail Kremez

*Russian Information Warfare in Poland*

Kateryna Savranska

*False beliefs about resistance to manipulation in media – the handicap of adolescents in the context of their current communication trends in social media*

Hedviga Tkáčová

*Impact of fact-checking sites on debunking COVID-19 disinformation and misinformation on Facebook: Case of Faktograf.hr*

Mato Brautović, Romana John

*Media discourse on coronavirus – aspects of misinformation*

Weronika Świerczyńska-Głównia

*The rise of influencers: an update to the multi-step flow theory of communication in the perspective of Covid-19 infodemic in Bulgaria*

Lora Simeonova

*Infodemic as a threat for the society. How COVID-19 affects activity of media and politics*

Victoria Leszczyńska

Discussant: Małgorzata Majewska

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**16.30-18.30:**  
**Social aspects of communication in the 21st century**

Chair: Katarzyna Kopecka-Piech

*Cross-cutting online discussions on social network sites: who is involved and why?*

Martina Novotná, Alena Macková

*Media and information literacy of students – conditions, skills and challenges. The example of Poland*

Paulina Barczyszyn-Madziarz, Mateusz Zieliński

*Digital emigrant - new or old participant in communication?*

Dorota Rak

*Influencers: on the new type of opinion leader*

Michał Jas

*Community management: theoretical framework and concept acceleration*

Gergana Markova, Kalin Kalinov

*'United by football' as a sportainmental revolution of Polish Football Association. Communication factors*

Katarzyna Radwańska

Discussant: Barbara Sitko

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**16.30-18.30:**  
**Communication technologies**

Chair: Ralitsa Kovacheva

*Radio and new communication technologies - how radio and its listeners in Poland adapt to the communication revolution?*

Mirosława Wielopolska-Szymura

*The role of genres in non-linear television. Programmers and broadcasters' perspective*

Monika Wawer

*Public television journalists in Poland – political pressure and public service media*

Agnieszka Węglińska

*Opinion in the mass print media of Albania*

Lumnije Bajrami

*Digital revolution and the place of printed books*

Maciej Zweifel

*Female streamers on Twitch: New type of content and communication*  
Przemysław Ciszek

*Unsilencing home village. A Discursive-theoretical Analysis of the Construction of the Rural in Chinese Short Video*  
Xudong Weng, Siqi Liu

Discussant: Agata Paszek

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**18.30-18.45 BREAK**

**18.45-19.00**

**ANNOUNCEMENT OF THE NEXT CEECOM CONFERENCE**

**19.00-19.30 CLOSING OF THE CONFERENCE**