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 BĂRGĂDANU
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 WROCŁAW, 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-Sklodowska 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 Stepińska (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)

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**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

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 Rodossky

Discussant: Teresa Sasinska-Klas

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
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 Trzcińska, Róża Norström

How states around the world censor the Internet?
Gergely Goszonyi

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 Şandru, Andreea Mogoș

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

Discussant: Teresa Sasińska-Klas

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

11.15-13.15: Media and culture
Chair: Małgorzata Lisowska-Magdziarz

Agency and sense of agency in online cultural practices
Otília Arméán

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

11.15-13.15: Risks and threats of contemporary communication
Chair: Katarzyna Drąg

'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

13.15-14.15 LUNCH BREAK

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 Tőkés Győngyvér

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
14.15-16.15:
Central and Eastern Europe – regional challenges and current context

Chair: Andrej Školkay

*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
14.15-16.15: Communication in the pandemic
Chair: Weronika Świerczyńska-Głownia

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 Sztyber, Katarzyna Piórecka

Discussant: Sławomir Dołęgo

16.15-16.30 BREAK

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

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-Głownia

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
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 Zweiffel
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

18.30-18.45 BREAK

18.45-19.00
ANNOUNCEMENT OF THE NEXT CEECOM CONFERENCE

19.00-19.30 CLOSING OF THE CONFERENCE