

## SUMMARIES

### Władysław Marek K o l a s a: HISTORY OF THE POLISH MEDIA IN CONTEXT OF BIBLIOMETRIC INDICATORS

The article focuses on answering the question if media history is subject to bibliometric trends in ways similar to natural sciences, or does it have its own peculiar characteristics. The material for research consists of Historiographical Citation Index of Polish Media 1945–2010. Following issues were subject to study, among various aspects characteristic for history: language locality, publishing forms, differences in works' citations depending on its type (contributions, synthesis') and peculiarities of author distributions (Lorenz curve, Lotka law). A half-life indicator is also analyzed, and a HL14 indicator introduced, with related analysis. Comparison and correlation of selected parameters (citations, HL14, Hirsch index, publication number, volume, etc) was produced as well.

*Author's summary*

### Marek C h y l i ń s k i: JOURNALISM AND PR. BALANCE OF POWER IN ATTENTION ECONOMY

Observed since the early 80s, the trend of the public relations industry increasingly affecting and even dominating journalism, has strengthened. Today, we speak of the new quality of information, linking content and journalism. This is reflected in an ever increasing number of media publications, inspired by entities specializing in communication management, which are brought to the customer without going through traditional means of media.

This paper is an examination of the interactions of journalism and public relations at the time when the global economy was in the phase of the dominant trading of intangible goods. One of the crucial assets in this category is the attention of the mass audience, representing a key category in the, so-called, attention economy, popularized by Thomas Davenport at the beginning of the century.

The author of the study determines that, despite unfavorable market trends in journalism, there is a relative balance between the two areas of communication. This is caused by the economic factors and the fact that journalism can not function without public relations

The study analyzes the impact and interaction taking place between journalists and experts. The purpose of this study was to explain how the described entities get close to each other because of economic reasons. However, the crucial factor of the convergence are the requirements of the market. The communication partners follow specific rules, which have been described in the text. This paper presents the various aspects of the relations between partners of this type of social communication. Regarding to the historical facts, the study refers most importantly to the market perspective.

*Author's summary*

Jacek Dąbala: LITERATURE IN THE FACE OF THE PRAGMATICS  
OF LITERARY TECHNIQUE

The author analyses the affinity of literature and journalism through the prism of dramatic works which bring both of these genres closer together. He emphasises that the aim of literature is first and foremost intrigue, the arousing of emotions and spiritualisation, while the aim of journalism is chiefly intrigue and the raising of tension. He shows that literature offers journalism the most important dramatic schemes and rules disposed towards mass communication. He emphasises that literature and journalism differ however in their understanding of even individual phrases like, for example, 'rapacity'; for the former this represents 'rapacity' of thought, meaning, or experience, while for the latter more in relation to events, actions or plot. We find in the article also substantiation of the need for a conscious selection of reading materials on journalist degrees, a different selection than would be the case for philological studies; the author proposes the most important criteria in the selection of novels. He illustrates with concrete examples the possibility of combining even sensation-ally constructed dramatic works with artistic requirements.

*Author's summary*

Ewa Nowak: THE MEDIA AND POLICY AGENDA SETTING – RELATIONSHIPS  
AND DEPENDENCES

The proposed study combines the theoretical basis (within the agenda setting theory referring to the relationships between the media and policy agenda) and empirical seeking (which uses the popular methodology, covering content analysis). The main assumption is grounded on the opinion that previous model in which media agenda generally follows policy agenda, is changing towards growing role of media in making politics. The detailed hypothesis which is to be proved in the study, implies that media coverage should be considered as the intervention factor within the political decision-making environment. The empirical data are analyzed by using combination of qualitative content analysis and case study methods. The need of preparing the study is reasonable, firstly because of the progressive mediatization of political life and secondly because of the small amount of studies devoted to shifting salience between media and policy agenda (including also, for example, CNN effect as significant and developing media effect concept).

*Author's summary*

Katarzyna Jarosz: COMMERCIALIZATION OF SCIENCE. THE WAYS  
TO INCREASE THE ATTRACTIVENESS OF ARTICLES IN THE POPULAR  
SCIENCE MAGAZINES

The aim of this paper was to analyze what are the mechanisms and techniques of science commercialization in the second half of the 20th century. The object of the analysis were the articles published in the years 1945–2000 in 5 leading popular sciences monthly magazines in Poland. 762 articles were analyzed. Several techniques and stylistic means were observed the aim of which is present archaeology as a mysterious science, based very often on the intuition, not on the scientific methods. There are mistakes in dating, the facts are distorted in order to support the adventurous character of the archaeology.

*Author's summary*

Anna Wilczek: ABOUT THE LANGUAGE OF THE “YOUNG” INTERNET

The presentation discusses today's crucial problem of changes in communicative interactions, which young people take part in, and which influence the peculiarity of their 'new' language. This language seems to be a polymorphic, expressive and transgressive composition, even more discursive than descriptive one because it is to give the basis of safe functioning in ordinariness, both the traditional (real) and the virtual ones. The sociolect of the young, being described here in the context of its connection with the language used by the 'young' Internet, reveals the presence of a specific linguistic area. This area is marked by two important occurrences – the first one is incessant need of creation (which is, among other things, the alternative of omnipresent destruction) visible in 'negotiating' of denotations within the community as well as in lexical innovation. The second occurrence is the need of negation i.e. the rebellious attitude towards the world norms and the language of adults. This negation is present for example in 'celebration' of incorrect forms and misprints, generally speaking in manifesting futuristic and humorous ideas for demonstration of linguistic sinifant and keeping up appearances of authenticity.

The occurrences shown in the presentation exceed the language limits and become an important cultural sign. And looking at them from the cognitive point of view enables the reconstruction of specific 'hermeneutics' of the reality by young people, which seems to be significant for educational and pedagogical reasons.

*Author's summary*

Paweł Płaneta: TWO DECADES OF FREEDOM. THE DISCOURSE ON POLAND  
IN AMERICAN NEWSPAPERS IN 1989–2009

The USA is one of the world leaders in terms of the number of the dailies. Most of them are regional or local in character, but some of them (eg. *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Christian Science Monitor* or *USA Today*) have a global influence. This is the reason why it is worth doing the systematic reconstruction of the discourse on any country presented in the US newspapers. The aim of this article is to present some research findings referring to the reconstruction of configuration of actors, events, topics and values as presented in the press coverage of independent (ie. after 1989) Poland. The research is based on the examination of texts that were published in the years 1989–2009 in the American newspapers available in America's Newspapers database. There were 1050 texts (app. 800 thou. words) in the sample. The first level of analysis was the lexical examination of the texts. The next level focused on the computer assisted content analysis that allowed the author to examine the key elements of journalist messages in subsequent years. In the last stage of analysis the author applied statistical measures using a multidimensional information processing method (the factor analysis). They enabled to extract several factors representing the main areas of press discourse on Poland.

*Author's summary*

Julita Ślusarczyk: USING THE YOUTUBE AS A TOOL FOR POLITICAL  
PERSUASION IN THE ELECTORAL CAMPAIGN OF BARACK OBAMA

This article speaks about using the YouTube service as a tool for political persuasion during the electoral campaign of Barack Obama. The paper shows the analysis of the activities of Barack Obama's staff in YouTube and the analysis of YouTube itself. The paper estimates how the characteristics of YouTube, after implementation of the persuasion rules, could increase the effectiveness of campaign activities and be an asset in winning the election.

*Author's summary*

Agnieszka Cieślukowa: POLISH DAILIES IN THE WOŁYŃ VOIVODESHIP  
IN THE INTER-WAR YEARS

The Polish press in the Wołyn voivodeship during the period of the 2<sup>nd</sup> Polish Republic was represented first and foremost by socio-political weeklies. The local daily press in Polish had great difficulties in maintaining its position, both as a result of a poor local resource base as well as a result of competition on the part of national Polish dailies. Despite all of these difficulties there did appear, although in general for short periods only, several editions of local Polish dailies. Daily newspapers like, for example, *Gazeta Kresowa* or *Kurier Wołyński* came into being for several weeks during the election campaign of 1922. Other publications, for example *Dziennik Wołyński* (1922–1924) or *Kurier Wołyński* (1937–1939) started out as dailies though quickly transformed their format into weekly publications. Mutational publications equally did not survive.

Numerous national Polish dailies were sold within the Wołyn voivodeship. The article contains detailed numerical data from the 1930s. The record holder in terms of actual copies sold was the Niepokalanów *Mały Dziennik*.

*Author's summary*

Elżbieta Kossewska: THE POLITICAL ABSORPTION OF POLISH JEWS,  
FORMER COMMUNISTS, IN ISRAEL. THE *OD NOWA* JOURNAL (1958 – 1965)

Polish Jews of left-wing orientation who arrived in Israel as part of the Gomulka aliyah set up in 1958 the journal *Od Nowa* (Eng. *Anew*). The political patronage over which was held by Mapam (Mifleget Ha-Poalim Ha-Meukhedet). Mapam activists knowing, on the one hand, about the ideology basis of the Gomulka aliyah, while on the other about the lack of sufficient backup to provide them with help, set about realising a minimalist programme: they reached out for means that would enable contact with the new arrivals to be maintained. The mission to create the said was entrusted to Ignacy Iserles, who prior to his departure from Poland has been an Appeal Court judge in Warsaw, a Provincial Judge for the Warsaw Voivodeship, and subsequently had been delegated from the Ministry of Justice to act as a substitute replacement for the Criminal Chamber of the Supreme Court. In these two last court roles he worked in the so-called secret section.

It was chiefly those who had rejected communism who contributed to *Od Nowa*. The communist experiments in Poland, memory of the regime and the deep-rooted conviction as to Poland's dependence on the USSR decided about its rejection by the journalist circles of *Od Nowa* as well as on the part of many Jews who had arrived within the Gomulka aliyah. Besides Ignacy Iserles, there wrote for *Od Nowa*: Felicja Mańska, Ran Kislev, Wiktor Cygielman, Borys Eppel (pseudonym Edmund Bora), Roman Frister amongst others. The political thrust of the journal in its editorial manifestation remained, and was not to change, socialist in makeup, with the world still described through these categories and not wandering far from content of a Zionist bent.

The existence of the journal, in accordance with the idea of Hebraization, was only short term. The new arrivals in Israel were first and foremost to maintain so-called spiritual contact with the country until the point whereby they learnt Hebrew. The intelligentsia, and it was from amongst them that the readership of *Od Nowa* was recruited, taught to live a full social, political and cultural life, engaged itself in the learning of the language, not wishing to remain in the margins of events, and with time moved their allegiances to the Hebrew language press. And it was chiefly for this reason that on the 28th of December 1965 *Od Nowa* appeared for the last time.

*Author's summary*

Wojciech Kajtoch, Rafał Kuś: MINORITY AND FOREIGN LANGUAGES IN  
CONTEMPORARY POLAND: STATUS, EDUCATION AND USE IN THE MEDIA

This article discusses the problem of the presence of minority and foreign languages in contemporary Poland. With the process of Poland's opening to the world and its accession to the European structures, more attention is being paid to issues connected with the education and promotion of minority and foreign languages. The problems discussed in the paper include: legal regulations concerning linguistic matters, language education in Poland, use of minority and foreign languages in the workplace and in the media.

*Author's summary*