



CS1. Studies on national media research capability as a contextual domain of the sources of ROs

The aim of the **first case study** is to describe and analyse the **countries' monitoring capability**: the ability and possibilities of various agents to observe the developments of the media and the changes in society emanating from the media transformations, as well as related risks and opportunities for deliberative communication, and applying the obtained knowledge in making media political decisions.

Excerpt:



An option for reference of this particular report:

Głowacki, M., Gajlewicz-Korab, K., Mikucki, J., Szurmiński, Ł., Łoszevska-Ołowska, M. (2022). POLAND. Risks and Opportunities Related to Media and Journalism Studies (2000–2020). Case Study on the National Research and Monitoring Capabilities. In: Studies on national media research capability as a contextual domain of the sources of ROs. *Approaching deliberative communication: Studies on monitoring capability and on critical junctures of media development in 14 EU countries*, CS1, D-2.1, pp. 346–374. Mediadelcom.
<https://www.mediadelcom.eu/publications/d21-case-study-1/pol/>



POLAND

Risks and Opportunities Related to Media and Journalism Studies (2000–2020). Case Study on the National Research and Monitoring Capabilities

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Executive summary

This report presents findings on Polish media scholarship via researching and disseminating knowledge on media and democracy. By examining four critical Mediadelcom domains (criteria), this report goes a long way in explaining the main areas of researchers' expertise, alongside monitoring capabilities, quality, and findability of scholarly and media-policy-related sources. To this end, we aim to present the key scholarly subjects alongside the potential value of media research and data accessibility for media professionals and industries.

The findings are based on desk research (media regulation and self-regulation) and a scholarly database of 1000 works identified within the EU project research (the Faculty of Journalism, Information and Book Studies, University of Warsaw). This report illustrates that Poland's scholarly studies and media data highly depend on national higher education research conditions, with recent shifts towards a comparative approach in the aftermath of Europeanisation alongside the digital-driven and user-oriented era.

The overall hypothesis is that Polish scholarship is founded on Western-oriented ideas and theories and an urgency to shift towards data-driven media and de-westernisation. With an ongoing need to look at monitoring capabilities via media and research culture.

1. Introduction

This report addresses the state-of-the-art and a critical look at Polish communications and the media databases and studies, alongside a holistic view of the vital actors and publications, something of potential value for monitoring media and democracy capabilities. Following Mediadelcom's criteria, we first look at the thematic focus on Poland's scholarship in four domains: 1) Legal regulations and ethics, 2) Journalism studies, 3) Media usage patterns and 4) Media education and literacy. Findings revealed in all these domains further map the monitoring quality, taking an in-depth look at efficiency, visibility, findability, and cultural scholarly conditions (for instance, separation and an insufficient symbiosis between the media industry and the media industry research, the cultural path-dependencies of science, and so on).

1.1. The Societal and Cultural Context

Poland has longitudinal traditions in media-democracy analyses, primarily when documenting media transformations and the outcomes of democratic shifts in the aftermath of 1989 partly

free elections in the early 1990s (Price et al., 2003; Jakubowicz, 2004). With approx. Thirty-Eight million inhabitants, the country has been regarded as the largest Central and Eastern European (CEE) that transformed from an authoritarian to a democracy. Quoting one of our interviewees, despite the long tradition of non-democratic media regimes, some media outlets managed to develop strong professional journalism culture, which helped to transform towards a free market and free ideas:

“Despite the pre-1989 regimes, some Poland’s media have developed professional standards with high-quality journalism, such as in the case of “Polityka” magazine. For me, back then – it was a window to the whole world” (media scholar, Gdańsk, September 23, 2022).

Poland joined the Council of Europe in 1991 and the European Union back in 2004, hoping that the Western-oriented visions of media and journalism culture would be safeguarded and implemented in line with Western liberal ideas with high adaptation toward media accountability and transparency (Fengler et al., 2014) alongside democratic media culture (Gross, 2014).

Over the last three decades, Poland’s media and journalism experienced dynamic changes in human rights and liberal democracy indexes, with recent drawbacks in the aftermath of the 2015 parliamentary and presidential elections. While the Freedom House’s Freedom in the World (2022) assesses the country as a free semi-consolidated democracy, the reports also highlight challenges for independent media, which has become an active player in societal polarization. Similarly, the Reuters Institute Digital News Report (2022) notes a high level of media politicisation and the failure of public service, with a recent drop in societal trust towards Telewizja Polska (TVP, public service media) from 49% to 24%.

Poland scored 66th in the annual media freedom rank by Reporters Without Borders (2022), compared to 2015, when the country ranked among the global top 20 successful media freedom and plurality. The Polish media market follows the commercial press and the dual broadcasting system, with legacy media searching for adaptation models to adjust to the digital and Data-Driven Age. The World Bank’s GDP annual growth for Poland was 5,7 % (in 2021).

Poland’s current blend of media and democracy – opportunities and risks conditions – needs to be read via the cultural path-dependencies, alongside the recent controversies over multiplications of ‘the political pasts and today’s truths’, reflected in external pluralism of conflicting right-wing and liberal media. The so-called post-communist or post-socialist example of new democracies has further fitted into the global discourse on comparative media studies using the Four Theories of the Press (Siebert, Petersson & Schramm, 1956) or Comparing Media Systems. Three Models of Media and Politics (Hallin & Mancini, 2004; Brüggemann et al., 2014; Castro Herrero et al., 2017) as a point of departure. The multiple ‘West Meets East’ approaches resulted in a wide range of models and systemic comparative analyses, trying to fit the Western schemes and identify variations of media freedom dynamics (see, for instance, Dobek-Ostrowska, 2015; Bajomi-Lázár, 2019).

While a wide range of systemic and cross-country comparisons have successfully identified key differences between the Western and CEE media practices, they might have failed to deliver a full explanation of troubled democratic foundations (Balčytienė, 2015; Połomska & Beckett, 2019). Firstly, global changes in society, journalism and technology must reflect local and cultural conditions. Additionally, looking at media via systems and regulations might not have fully captured cultural path-dependencies, which contributed to the recent decline of media freedom (Bajomi-Lázár, 2015), and the rise of populism rhetoric (Raycheva, 2020) or the ‘rebirth’ of political parallelism (Dobek-Ostrowska, 2019).

For instance, the recent political capture over public service media in Poland has been explained by the conservative government as a successful example of counterparty the progressive and

liberal bias in commercial media and, in so doing, ensuring genuine pluralism in the media (Donders, 2021). One of the interviewees commented that polarisation of Poland's media is multilayered and goes far beyond managing the media and informal – and ideological – media-political relationships;

“Watching the news in Polsat, TVN or TVP, you get the impression that they report from – and on – completely different countries” (media manager, interview in Sopot, September 23, 2022).

1.2. Actors in Monitoring Media and Democracy

1.2.1. Scholarly Institutions and Scholarly Journals

Poland's scholarship has gone a long way in adapting to democratic media visions, with over 70 centres offering higher education and research in communications and the media. Although communications and media studies were recognised as autonomous in 2011, the tradition of democratic media research goes back to the early 1990s. Since societal and political transformations, the university centres, such as Jagiellonian University, Adam Mickiewicz University in Poznań, Silesian University, University of Warsaw, the University of Wrocław and the University in Gdańsk, have widely focused on democratic transformations at many levels, including the societal, economic, and organisational conditions for change (Jakubowicz & Sükösd, 2008; Mielczarek, 2021).

In the 1990s and early 2000s, Poland's communications and media were not recognised as independent research. One cultural path dependency is that they are still attached mainly to other related scientific disciplines, such as political science, international relations, language, philology, or sociology. Therefore, the Polish Communication Association's – established in 2007 – primary goal was to support the recognition of media studies by the Ministry of Science and Higher Education (Głowacki et al., 2022). This goal was completed in 2011 and was successfully followed by the creation of the first-ever Committee of Social Communication and Media Studies at the Polish Academy of Sciences (January 2021).

The Polish Communication Association is a publisher of two scholarly journals, the “Central European Journal of Communication” and “Com.Press” – a journal for PhD students and young communications scholars. Additionally, there are approx. twenty scholarly journals affiliated with universities or private publishers in Poland. For instance, the Jagiellonian University in Kraków runs one of the oldest academic journals, “Zeszyty Prasoznawcze”. The journal, founded in 1960, has published a wide range of disciplinary studies, looking at changing media and communications from the perspective of economy, psychology, language and, more recently, a turn from mass communications towards the user-generated experience of high technologies. Other examples include “Studia Medioznawcze” (University of Warsaw), “Media-Biznes-Kultura” (University of Gdańsk), “Media, Kultura, Komunikacja Społeczna” (University of Warmia and Mazury in Olsztyn), “Komunikacja Społeczna” (University of Rzeszów), “Nowe Media” (Nicolaus Copernicus University in Toruń), “Kultura-Media-Teologia” (Cardinal Stefan Wyszyński University), and “Dziennikarstwo i Media” (University of Wrocław).

Data on scholarly achievements are collected via POLON – an integrated Information Network about Polish Science alongside Polska Bibliografia Naukowa (Polish Scientific Database, PBN) about scholars and their career paths, research interests, publications, participation in research grants, and so on. Polish researchers report on publications through official PBN, ORCID or internal evaluation systems and via social media, such as Academia.edu, ResearchGate, Twitter, Facebook, Instagram or LinkedIn. One of the most recent research projects by Świgoń et al. (2022) has proven that scholarly presence in social media is still in the so-called emerging phase; there is no systemic interplay between the size of research institutions and faculty positions alongside the number of scholars active online.

1.2.2. Founders and Scholarly Research Projects

Among funding institutions for media and communications research in Poland are Narodowe Centrum Nauki (the National Science Center, NCN), Narodowy Program Rozwoju Humanistyki (the National Program for the Development of the Humanities, NPRH), Narodowe Centrum Badań i Rozwoju (the National Center for Research and Development, NCBiR), and the Ministry of Education and Science. There is also the government body Narodowa Agencja Wymiany Akademickiej (NAWA), which supports international academic research and exchange, alongside foundations and projects in partnerships with other countries, such as The Kościuszko Foundation, the Polish American Fulbright Commission, Norway Grants or the Foundation for Baltic and East European Studies.

The National Science Center evaluates communications proposals via a panel for social science. NCN offers several funding schemes such as Miniatura (for starting research), Sonata (for young scholars) and Opus, which is dedicated to advanced researchers. Table 1 (Cf. Annex 1) illustrates the examples of research grants funded by NCN, as laid down in our respondents' reports. Overall, we see an increase in research grants in four Mediadelcom domains after communications and media institutionalisation (from the 2010s onwards). In this period, the NCN has reported on successful grants dedicated to transformations of political communications (see Agnieszka Stępińska, Michał Jacuński, Kinga Adamczewska), digital communication (Mateusz Halawa, Piotr Siuda, Garry Robson), changes of legacy media, such as community media and public service broadcasting (see, for instance, Urszula Doliwa, Aleksandra Galus, Michał Głowacki) or the cross-cultural analysis of media and religion (Marta Dynel, Damian Guzek) and media-politics (Zbigniew Oniszczyk, Agnieszka Stępińska).

1.2.3. Large International Comparative Research Projects

Poland's media and democracy monitoring capabilities include a wide range of more extensive international comparative studies. At the same time, the Polish case study has not been recently investigated via the "Worlds of Journalism" methodology, something of potential value for comparative analysis with other Mediadelcom countries involved. The newest journalism conditions have recently been published in "Journalistic Role Performance" with Poland's team led by Agnieszka Stępińska (Adam Mickiewicz University in Poznań). Additionally, Stępińska served as the project leader for the "Global Journalist in the 21st Century" (2009), "Journalism Students Around the Globe" (2012–2016), "Foreign News on TV" (2007–2011), "Predicting the Shareworthiness of 'Real' and 'Fake' News in Europe" (2019–2020) and the "Threats and Potentials of a Changing Political Information Environment" (2020–2023).

Looking at journalism and self-regulation, Bogusława Dobek-Ostrowska (University of Wrocław) conducted Polish parts of international studies on "Media Accountability and Transparency in Europe" (the European Commission, 2010–2013) and "Professional Journalistic Cultures in Russia, Poland and Sweden" (The Foundation for Baltic and East European Studies, 2011–2014), with attempts to estimate the number of journalists communities in the country. The interplay of media and politics was investigated by Zielonka et al. (2015) in the European Research Council's project entitled "Media and Democracy in Central and Eastern Europe: Qualities of Democracy, Qualities of Media", while the more recent view on the CEE media polarisation and populism under the umbrella of UK Research and Innovation "Illiberal Turn News Consumption, Polarization and Democracy in Central and Eastern Europe" by Štětka and Mihejl with Damian Guzek – local research assistant at Loughborough University.

Finally, different layers of media pluralism are regularly investigated via the methodology of Media Pluralism Monitor – the flagship project of the Center for Media Pluralism and Media Freedom. The state-of-the-art Polish regulatory framework, market plurality, political independence and social inclusiveness are analysed by the country researcher Beata Klimkiewicz (Jagiellonian University).

1.2.4. Professional Associations and Public Opinion

Professional journalistic associations: the Association of Polish Journalists (Stowarzyszenie Dziennikarzy Polskich, SDP), the Association of Journalists of the Republic of Poland (Stowarzyszenie Dziennikarzy Rzeczypospolitej Polskiej, SDRP), the Catholic Association of Journalists (Katolickie Stowarzyszenie Dziennikarzy, KSD) and the Society of Journalists (Towarzystwo Dziennikarskie, TD) widely publish a reference to media ethics.

On the other hand, the websites of professional journalistic associations do not publish recent media developments, which non-governmental organisations further augment. For instance, in 2008, the Helsinki Foundation for Human Rights started the program “Obserwatorium wolności mediów” (Media Freedom Observatory). Other examples include the liberal think-tank Kultura Liberalna launched the “Obserwatorium Debaty Publicznej” (Public Debate Observatory) project (Kultura Liberalna, 2020) and the Batory Foundation (Fundacja Batorego, 2020). Additionally, fact-checking is among the priority activities of organisations, such as the Demagog Foundation or Front Europejski (European Front).

Media changes in societal and technological development are under regular investigation by media outlets, such as “Press” and Wirtualnemedi.pl. On the surface, there are common data across media markets: by Polskie Badania Czytelnictwa (data on readership), RadioTrack (for radio), Nielsen Media Research (for TV) and Gemius online audience research (for online-born media). Public opinion research organisations regularly conduct studies on media users’ attitudes, such as *Ośrodek Badania Opinii Publicznej* (Public Opinion Research – OBOP) and *Centrum Badania Opinii Społecznej* (Public Opinion Research Center – CBOS). Research outcomes by both OPOP and CBOS – including analysing media usage and performance perceptions – are freely available in public reports and websites.

1.2.5. The Government Bodies

The National Broadcasting Council (Krajowa Rada Radiofonii i Telewizji, KRRiT) – a regulatory body for electronic media in Poland, publishes all the relevant information about the existing media regulation, including the Broadcasting Act of 1992 and the European media law. The website of KRRiT offers a special section dedicated to media literacy and education, with basic definitions, a list of publications and an overview of activities since 2000.

1.3. Methodology

In line with Mediadelcom’s methodology, we started with preparing a scholarly database, which would reflect the critical publications on democracy and the media published from 2000–2020. In the first phase of data gathering, we aimed to identify all the universities, research centres, regulatory bodies and non-governmental organisations which deal with media studies, media regulation and journalism quality. The institutional mapping has been further extended by identifying media and communication scholars who have conducted studies in at least one of Mediadelcom’s domains.

Mapping institutions and experts were further followed by addressing an official invitation to deliver information about individual scholarly works, projects, and professional expertise; researchers also collected information about the authors who passed away. In the Fall of 2021, we coded and analysed the data. During this period, each publication went through the coding scheme, addressing publication details (notes on year, publisher, data accessibility, form of publication) which ended up grouping the item into Mediadelcom’s categories (multiple thematic assessments were possible). The analysis phase was finalised on December 7, 2021, with 1000 scholarly publications cross-checked and peer reviewed.

This final version of the report includes findings and quotes from four semi-structured interviews conducted in September and October 2022. The overall goal of retaining the qualitative data for all Mediadelcom countries studied was to comment on the critical media and democracy junctures regarding the state of the art of media regulation, self-regulation, and scholarly contributions. The interviews with two media scholars, as well as representatives from media and policymaking were anonymised and transcribed, with the authors' translation into English.

Considering Mediadelcom's criteria and a potential blend of areas (interdisciplinary and cross-domain variations), we present data referring to the main domains alongside subcategories, such as market conditions, workplace conditions, conditions of public service media and studies on media diversity and inclusiveness. The potential of scholarly expertise is illustrated via the case studies.

2. Description of Publications and Data Sources

The following paragraphs look at the wide range of publications and sources which might be regarded as monitoring capabilities for media and democracy, as defined by the Mediadelcom consortium. Poland guarantees freedom of speech and information in the Constitution of the Republic of Poland, alongside a set of media-related regulations, including the Press Act of 1984 and the Broadcasting Act of 1992. The cultural distinctions between standard setting and implementation have long been discussed. One of the interviewees argued that the challenge of free media goes down to reactive and outdated policymaking:

"The media law is behind recent changes in ethics and technology. One of the reasons for the late digital adaptation of the press is the old-school press law. Then you also have broadcasting regulation which I call regulatory tsunamis. And we are nowhere regarding copyright regulation" (media manager, interview in Sopot, September 23, 2022).

Additionally, interviewees noted that understanding communications and media requires a broader cultural look and multiple narratives in today's democracies. The law, self-regulation and scholarly contribution shall be based on the rule of law and ethics, with all the media stakeholders involved:

"One cannot separate journalism from ethics and regulation. Although the provisions are laid down in official policy or in-house documentation, the reality might be completely different" (media scholar, interview in Gdańsk, September 24, 2022).

"The assessment of monitoring capabilities relies on the quality of democratic checks and balances and the rule of law" (policymaker, interview in Warsaw, October 25, 2022).

2.1. Freedom of Expression and Media Law

Freedom of Expression is guaranteed in the Constitution of the Republic of Poland and in European (and Global) law. Journalistic rights and responsibilities, as well as regulations on legal liability, are laid down in the Press Law which dates to 1984. The document reaffirms that Polish media enjoy the freedom of expression and they "realise citizens' right to reliable information, the openness of public life, as well as social control and criticism" (Art. 1). Additionally, the Press Law offers insights into regulatory definitions of the press, journalistic activities, editors, editors-in-chief, and so on. The Broadcasting Law established the National Broadcasting Council, the Constitutional regulatory body that "shall safeguard freedom of speech in radio and TV broadcasting, protect the independence of media service providers and the interests of the

public, as well as ensure open and pluralistic nature of radio and television broadcasting” (Art. 6.1). The Act also defines the remit of public service media – serving society and its individual groups with diverse content (information, culture, entertainment, which “shall be pluralistic, impartial, well balanced, independent, and innovative, marked by high quality and integrity of the broadcast” (Art. 21).

2.2. Media Accountability and Self-regulation

The media accountability system of Poland dates to the 1990s, with the existence of professional journalistic unions and social gatherings before the democratic turn of the late 1980s. There are several journalistic associations in Poland, namely the Association of Polish Journalists (Stowarzyszenie Dziennikarzy Polskich, SDP), the Association of Journalists of the Republic of Poland (Stowarzyszenie Dziennikarzy Rzeczypospolitej Polskiej, SDRP), the Society of Journalists (Towarzystwo Dziennikarskie, TD) and the Catholic Association of Journalists (Katolickie Stowarzyszenie Dziennikarzy, KSD). The multiplication of professional associations goes back to historical distinctions and the 1980s when the SDP was discontinued. Journalistic unions and associations, including the SDP and SDRP, adopted their codes of ethics and introduced journalistic court systems to hold members to account.

Additionally, under the Conference of Media Ethics umbrella, representatives of journalistic associations, producers, publishers, and television broadcasters signed the Charter of Media Ethics in 1995 and the Journalistic Code of Conduct in 2002. The Charter highlights fundamental principles for journalistic activity, such as the truth, objective reporting, separation of information from the commentary, honesty, respect and tolerance, freedom, and the priority of the public good.

To uphold standards and norms in the Charter of Media Ethics, the Conference of Polish Media appointed the Council of Media Ethics (Rada Etyki Mediów, REM) to issue statements and opinions on journalistic activities, but without legal basis to apply sanctions after a violation of ethical standards laid down in the Charter of Media Ethics. However, the relevance of the Council has been questioned by groups of journalists and further contributed to the multiplication of professional associations' voices. In 2012 former members of the Council of Media Ethics created their own Societal Commission for Media Ethics (Obywatelska Komisja Etyki Mediów, OKEM), to represent their views and counter the statements issued by REM. The list of other accountability systems includes codes of ethics and an in-house ethical commission to support media accountability, as in the case of TVP, TVN, and other media organisations.

2.3. Scholarly Research

Generally, Poland's media and democracy research has been positively evaluated during the interviews, with a call for more impact and collaboration with the policymakers and the media industries. Our interviewees have noted the role of scholars in shaping media regulation, media accountability and media and democracy cultural practices. The analysis of scholarly bibliographical databases (N=1000) proves the existence of crucial areas of interest, with journalism studies as the most widespread Polish scholarship orientation in the period studied (2000–2020); 39% of the items were coded across four Mediadelcom criteria. Scholarly contribution to media usage (25%) alongside media regulation and self-regulation (21%) has less developed to 25 % and 21 %. Studies relating to media competencies and literacies have constituted 15% of Poland's items (See Figure 1 in Annex 1). This study proves that the contribution of scholarly works primarily focuses on the normative and national (local) layers, with a wide range of general theories to advance the media industry in the light of global societal and technological change (see, for instance, Splendore et al., 2016; Szpunar, 2018a).

2.3.1. Journalism Studies

From 2000–2020, Polish journalism studies primarily focused on journalism competencies and changing market conditions (see Figure 2 in Annex 1). Our findings reveal two critical discourses in studying Polish journalism. On the one hand, a vast number of publications (30%) reflect the domain and subdomains of journalism culture (values and norms). These have been widely reflected in studies under professional culture, calling for journalism independence and adapting professional ethics. On the other hand, various academic publications highlight the impact of ownership on journalism roles and performance (foreign ownership included), with a particular emphasis on regional and local journalism. Additionally, a large group of academic literature highlights the importance of accountable and value-based public service media (PSM) (Połomska & Beckett, 2019). Studies on the PSM in the journalism domain (16%) primarily look at independence from the media-political relations, with only a few examples of in-depth investigations of financial autonomy and organisational challenge, adaptation (and change) to date.

Overall, the data in journalism analyses evidence that Polish scholars focus extensively on external journalism (and related media systems) conditions alongside the normative Western-originated journalism models. Studies on organisational needs, such as motivation systems, HR or job satisfaction, are rare. Also, from the media production side, most studies focus on challenges of digitalisation and platform station from the ‘external power’ point of view, with only a few examples of in-depth investigation of the cultural path-dependencies of the press, radio and TV organisational structure – related cultures and mindsets. Only 1% of studies gathered to take diversity management as a critical reference or a point of scholarly analysis departure.

2.3.2. Media Users Studies

Media users’ studies generate approx. 25% of Polish scholarship (see Figure 3 in Annex 1). The scholarly tradition of media usage studies creates new media and communications studies areas. Data published by OBOP and CBOS, alongside more in-depth media sector usage analyses, has become a reference point for Polish audience studies. We observe that a shift from traditional ‘sender → receiver relationships’ resulted in publications, explaining the rise of the user’s generated content and a need for constant online discussions with the digital public. Moreover, there is an observable pattern of the existing studies focusing on theoretical and normative shifts from the classical ‘one to many (for example, Print-First, Broadcast-First, and so on) to ‘many to many’ practices (see, for instance, Jakubowicz, 2009; Johansson & Nożewski, 2018) via the lenses of media convergence and polarisation.

Researchers in the Users Domain primarily analyse societal and technological conditions (74%), with studies on media users’ preferences creating approx. ¼ of the domain database (Figure 3). Among the most popular scholarly media users’ conditions are media functions and the assessment of media quality combined with societal trust in the media. Moreover, many studies analyse media users from the perspective of media systems – and the public as one of the most critical stakeholders (Karmasin and Kraus, 2014).

In line with this, academic research on media users’ preferences focuses on political communication campaigns and the dysfunctions of the democratic model of public service media, which, in turn, has been a subject of political capture and constant polarisation (Jaskiernia and Pokorna-Ignatowicz, 2017; Węglińska, 2021). Empirical studies on technological media users’ preferences have not become a subject of systemic scholarly investigations to date, with examples focusing primarily on the use of social media (Appelberg et al., 2014; Laskowska, 2014).

2.3.3. Legal and Ethical Studies

Studies on media policy and media self-regulation create a group of 21% of all the items coded. Similarly to studies in journalism, the dynamics of democratic media policies and codes of pro-

professional conduct go back to the early 1990s and discussions on the shape of professional journalism culture and media market structure. Therefore, the first phase of legal and ethical studies orientated toward the practical implementation of the Broadcasting Act in 1992 and the Copyright law in 1994. At the same time, the creation of media accountability practices, with the most observable example of the Council of Media Ethics in 1995, contributed to media self-regulation (Murawska Najmiec, 2006; Kononiuk, 2019).

Scholarly works in this domain in the period studied (2000–2020) have widely taken the democratic and Western-oriented models of both regulation and self-regulation, also trying to disseminate the importance of media and independence and freedom of media (expression), laid down in the Polish constitution and related media law. The current generation of Legal and Ethical Studies provides the so-called ‘checks and balances, calling journalists for reunification and decision-makers to safeguard the fundamental principles of a democratic society (Szot, 2010). However, both the media law and codes of journalistic conduct are understood as outdated and not entirely fitting into the requirements of the media change in the digital and data-driven age (Głowacki and Kuś, 2019; Głowacki, 2020).

Media regulation and codes of ethics are widely accessible via the websites of the National Broadcasting Council, journalistic associations and corporate documentation of the Polish media. Moreover, recent shifts in media freedom, independence and pluralism in Poland are available via the Freedom House, The Economist, IREX (Media Sustainability Index) and the European Broadcasting Union. Although most widespread domains in Poland’s Legal and Ethical studies are related to studies on democratic media law and freedom of expression (44%), more than 60% of the items coded reflect practices and normative approaches to media accountability and responsibility (see Figure 4 in Annex 1).

Studies on media self-regulation, combining knowledge shared on media ethical responsibilities and standards, constitute 33% of subjects identified in the scholarly works. Recent analyses, conducted chiefly in collaboration with international scholars, also highlight the potential of new media and technologies for responsiveness and accountability. Due to the low effectiveness of the press councils and the media ombudsman institutions, these accountability practices have been analysed mainly via cross-country and comparative orientations (Jakubowicz, 2008; Dobek-Ostrowska et al., 2018). The most general themes for media regulation analysis are regulations for media ownership and transparency, alongside media law over the PSM, highlighting contribution to the greater good and the public interest – from the normative point of view.

2.3.4. Media Literacy Studies (Users Competencies)

Studies on media competencies and users’ literacy are in the emerging phase in the case of Poland. At the same time, many international organisations, including attempts by the NGOs and regulatory bodies (The National Broadcasting Council), the scholarly examination of media users’ capabilities and skills is rare (15% of all the items coded, see Figure 1). What dominates the discourse is a wide range of academic studies calling for digital skills and literacy alongside understanding the Polish context of media-related abilities in digital and data-driven communications (40%) (Cf. Figure 5 in Annex 1). While most Polish studies draw on the use capabilities of new media and technologies, the perspective of self-expression alongside the ability to be heard in the online and digital space is sadly missing (users’ communication competencies).

Overall, the Polish scholarship in this domain tends to develop the media technology perspective to educate on potentials and the potential pitfalls of being connected online. While research on the media literacy context still primarily uses the institutional, strategic, and legislative contexts of competencies rather than researching individual behaviours and skills, including privacy and data protection, alongside the media competencies of teachers. Media literacy recommendations and tools have filled the knowledge gap in this regard by the National Broadcasting Council, as well as a wide range of non-governmental organisations, such as *Centrum Edukacji*

Obywatelskiej (Center for Civic Education, CEO), Press PressCafe.eu and *Polskie Towarzystwo Edukacji Medialnej* (The Polish Association of Media Literacy – PTEM).

The examples of Polish scholarship in media literacy include critical analysis of the digital and data-driven media (Ptaszek, 2019), innovation (Pokrzycka, 2020), fact-checking (Rosińska et al., 2021) and media users' behaviours via the Fear of Missing Out perspective (Jupowicz-Ginalska et al., 2020).

3. Analysis of Research and Monitoring Capabilities and Quality

There are several approaches to Polish communications and media scholarship regarding research capabilities and quality. In line with the Mediadelcom study criteria, the bibliographical database has been further analysed via additional measures such as data availability, continuity, reliability, and – above all – methodological complexity (theory building vs empirical studies).

3.1. Publication Types and Scholarly Orientation

At the most holistic level, chapters in edited collections (national and international) generate more than 50% of all publications in our database (N=1000). Articles in scholarly journals constitute 35% of the bibliographical database, while edited collections generate 11% of all publications (Cf. Figure 6 in Annex 1). The more in-depth look proves across four domains the academic book chapters' dominance in Journalism studies (53%) and Media Literacy (48%). The most important academic papers in scholarly journals have been published in Media Users' (37%) and Media Literacy (35%) domains.

Theoretical and normative approaches dominated Polish scholarship from 2000–2020; theory-building contributions create 60% of all coded items (see Figure 7 in Annex 1). These approaches are the most significant in the Ethical and Legal studies (61%). Most publications in this domain take the discussion on journalism values, media functions and forms they take, including implementation of media law (Human Rights, media ownership, principles of public service media) to the practice of media transformations (Filas, 2010; Jakubowicz and Gross, 2011).

Similarly, more than 50% of publications in the Journalism studies domain investigate professional roles, cultures and autonomy via best practices or societal expectations. In line with this, investigation of professional journalism cultures and changes in the working conditions focuses on systemic and Western-oriented criteria without looking at organisational cultures, journalism pride, management processes or the mindsets of policymakers and media professionals.

Empirical studies in the Ethical and Legal, alongside the Journalism domain, are rare. Surveys or semi-structured interviews with media professionals or policymakers have become the case mostly when researching local journalism (Szot, 2013; Szymańska, 2016; Węglińska 2021) or Polish media system as a case study in international comparative projects (Klimkiewicz, 2015; Stępińska et al., 2016; Guzek and Grzesiok-Horosz, 2021). Publications classified under the umbrella of Media Literacy have become the only domain in which a percentage of empirical studies exceeded those of theory-first and normative nature (see, for instance, Lisowska Magdziarz, 2012; Ptaszek and Lysik, 2019).

Similarly, approx. 49% of Media Users publications have made attempts to juxtapose theory with empirical and practical validation, with the examples of studies on community media (Doliwa and Rankovic, 2014) alongside digital practices of social media users (Nożewski, 2021) and representatives of Generation Z (Ossowski and Piontek, 2018; Szpunar, 2018b).

Overall, we observe that empirical research in Poland is mainly stimulated by current methodological trends and participation in international research projects. There is also a trend to emphasise practical verification of normative visions, journalism principles and effects of media in all four domains.

3.2. Data Accessibility

One of the critical features of the Polish scholarship in Mediadelcom is that most scholarly works (63%) still need to successfully adjust to open access policies. On the one hand, this is due to the dominance of chapters in edited collections and the business models of publishing companies. Many national publishers have preferred traditional print copy distribution over e-books or Online First strategies to offer scholarly works for free. Moreover, a more in-depth look at the publication types proves an essential correlation between the publication types and data accessibility. Studies on Media Users and Media Literacy with the most publications in scholarly journals are more likely to be offered as Open Access research (cf. Figure 8 in Annex 1).

We identify a noticeable shift in Open Journals strategies regarding scholarly journals in Poland. For instance, “Zeszyty Prasoznawcze” – one of the oldest academic journals – has successfully moved into the digital space and offers all the archives and the most current issues on the journal website. A shift from print policies towards an online free scholarly journals platform has also been the case of “Studia Medioznawcze”, now an online journal only. Similarly, the “Central European Journal of Communication” (CEJC) – a scholarly journal of the Polish Communication Association – has adopted the Open Journals System and Open Access policies; CEJC introduced the publication of ORCID and DOI in Spring 2016.

The transformation from paid to open research strategies has also been the case when applying for national and international research grants. A need to adjust to the European Union’s Open Research policies, call the National Science Center (Narodowe Centrum Nauki) to evaluate research proposals from Open Access and the data findability.

Approximately 75% of Poland’s academic works in four Mediadelcom criteria are in Polish. Our database of 1000 items indicates that English language publications create the group of 24%, while 1% of publications are published in German, Russian and other languages. The tendency to publish communications and media-related works in the national language has been observed across four domains, with the most significant English language publications in the Journalism and Media Users studies (see Figure 9 in Annex 1).

Although the first stage of Mediadelcom research and methodology has not allowed for mapping in-depth correlations between types of publications and the language of publishing, the hypothesis is that the English language publications mainly connect with the outcomes of international research and national journals opened for foreign languages. On the surface, the examples of English language contributions to “Studia Medioznawcze” (University of Warsaw), “Media-Biznes-Kultura” (University of Gdańsk) and an English language “Central European Journal of Communication” (The Polish Communication Association) offer a platform to make Polish research more accessible abroad.

Finally, we want to note that the overall view of data accessibility does not build a holistic picture of online findability; due to a sizeable bibliographical database, our research does not focus on researchers’ knowledge share platforms, such as Academia.edu, ResearchGate or Google Scholar. Although the current regulation of the Ministry of Education and Science highlights the role of PBN (Polska Baza Naukowa) and the ORCID database, the dissemination of academic works via scholarly social media has been a voluntary (mainly: individual and promotional) activity.

3.3. Data Recency and Continuity

The question of Polish scholarship recency and continuity resonates with the general overview of the period studied. While there is an observable research boom and tradition of academic research of the 1990s structural and cultural transformations, the study period of 2000–2020 has different dynamics. The overall observation is that changes related to media convergence alongside the erosion of traditional sender-receiver relationships have increased communications and media research in all four domains by 2007 with two other significant increases in 2010–2011 and 2014–2016 (see Figure 10 in Annex 1).

While a wide range of new approaches and topics were explored in the aftermath of 2010, the increase of Polish scholarship shall be read in a broader cultural context, two critical events mark the integration of media and communications academic communities in Poland: creating the Polish Communication Association (PCA, 2007) and turning communications and media studies into an autonomous scholarly discipline by the Ministry of Education and Science (2011, previously known as the Ministry of Science and Higher Education). On top of that, meetings and conferences under the umbrella of PCA and CEECOM (Central and Eastern European Communication and Media Conference) provided new rooms for knowledge exchange and publishing. We argue that opening to the Central and Eastern European (CEE) communities has widely contributed to cross-country research projects and collaborations involving scholars from Poland, the CEE and beyond.

In addition to this, our database indicates a continuity of media and communications studies. Looking at scholarly publications from the perspective of data gathering, there is a visual representation of studies in each domain. Figure 11 (cf. Annex 1) illustrates that Polish scholars use more recent sources and data when developing publications across different historical periods on top of longitudinal studies in four critical research areas. On the other hand, publishing a more holistic view on media and societal transformations helps to address the cultural, economic and systemic (political and regulatory) path dependencies, including pitfalls of democratic media regulation and late adaptation to the digital and data-driven age (as compared to Western and mature democracies).

3.4. Trust and Reliability

Most of the scholarly journals published in Poland have adopted ethical and double-blind review policies, with more specific editorial guidelines for the editors, authors, and referees. For instance, CEJC has a detailed framework for each stage of the reviewing procedure, including paper submission, review, copyediting, production, and distribution. All the external and double-blind studies shall be anonymous, with the Open Journal System offering an online form for the referees' evaluation (upon creating the users' account). Similarly, edited volumes published by universities or other national publishing companies have at least one publishing review by an expert in each communication and media studies area. As a result, 94% of all the coded publications have been peer-reviewed; the number is similar in each domain (cf. Figure 12 in Annex 1). The no-peer-reviewed publications in our database consist of industry and scholarly reports alongside policy expertise commissioned by the National Broadcasting Council or international research institutes (see, for instance, Garlicki, 2013; 2015; Dzięciołowski, 2017).

There are approx. 8% of Polish communications and media are indexed in international quality scholarly databases, such as Web of Science, SCOPUS, or Social Science Citation Index. The group of publications represented in high-level indexation is low because most national media and communications journals need more citations and international distribution, which are prerequisites in a global quality database. The same applies to national scholarly publishing houses, both when it comes to university-related or commercial publishing activities. The Ministry of Education and Science evaluates literary works in Poland. The list by the Ministry considers the

quality of publishing houses alongside more than 1700 national and international journals published in all the research disciplines. While there is a clear tendency to grant 200, 140 and 100 points for global communications and media publishing, most national journals in the communications and media domain get 20 or 40 points in the Ministry of Education and Science Journal ranks²⁴².

Publications of book chapters in national edited collections and journals generate a group of approx. 90% of all the items were coded. The percentage of publications not referenced in any scholarly database slightly varies between domains – from 88% in Media Users to 90% in the Media Literacy domain (cf. Figure 13 in Annex 1).

3.5. Importance of Experts

The expertise of Polish scholarship in four Mediadelcom domains has been critical for developing the bibliographical database. Therefore, our team gathered information on Poland's communications and media publications by identifying the locations of the universities or a social science research centre. Based on departments' and faculties' websites – alongside our previous formal and informal contacts – we selected a group of experts, who were then asked to deliver a complete list of scholarly achievements (lists of scientific projects, industry reports, and publications). Looking at the academic database, we see several groups of experts and criteria for their selection, which go further than research interests or geographical location.

The first group of experts consists of the seniors of communications and media scholarship, who have been active in scholarly works in the pre-and post-1989 eras. Bearing in mind the number of publications from that period, we identified works by Walery Pisarek, Tomasz Goban-Klas, Jerzy Mikułowski Pomorski, Zbigniew Oniszczyk, Marian Gierula, Iwona Hofman and Maciej Mrozowski. The second group of experts include empirical studies by Bogusława Dobek-Ostrowska, Beata Klimkiewicz, Agnieszka Stępińska and Damian Guzek, whose empirical research methodology has been identified by international research consortium collaboration (the European Union and other international support funds for scholarly research projects). Thirdly – across the international vs national research and normative-first vs empirical-first – we also identify the group of experts supporting the professional media ethics and regulatory developments or commentary to the media. Experts in Ethical/Legal and the Journalism domain, including Karol Jakubowicz, Juliusz Braun, Jerzy Olędzki, Stanisław Jędrzejewski and Paweł Stępka, have successfully integrated academic research with policy and journalism ethics recommendations.

Figure 14 (cf. Annex 1) illustrates the examples of journalism studies by Lucyna Szot, Bogusława Dobek-Ostrowska and Agnieszka Stępińska, whose primary focus has been journalism competencies and the fabric of professional journalism culture within a media system. Most of the recent studies draw on empirical evidence with surveys and semi-structured interviews conducted as a part of broader international research projects, such as “Professional Journalistic Cultures in Russia, Poland and Sweden” (Nygren and Dobek-Ostrowska, 2015), the “Media and Democracy in Western and Eastern Europe” (Zielonka, 2015), the “Journalistic Role Performance” (Mellado, 2020) and the “Illiberal Turn” (Štětka et al., 2021) project.

The most widespread contributions in the Legal and Ethical domain go back to scholarly and policy contributions by Karol Jakubowicz. Dr Jakubowicz (1941–2013) remains one of the lead-

²⁴² For recent Ministry of Science and Higher Education Journal ranks, see <https://www.gov.pl/web/edukacja-i-nauka/komunikat-ministra-edukacji-i-nauki-z-dnia-1-grudnia-2021-r-w-sprawie-wykazu-czasopism-naukowych-i-recenzowanych-materialow-z-konferencji-miedzynarodowych> (Retrieved December 1, 2021) and <https://www.gov.pl/web/edukacja-i-nauka/komunikat-ministra-edukacji-i-nauki-z-dnia-21-grudnia-2021-r-o-zmianie-i-sprostowaniu-komunikatu-w-sprawie-wykazu-czasopism-naukowych-i-recenzowanych-materialow-z-konferencji-miedzynarodowych?fbclid=IwAR0MQDxZwyzuPchuOYGfPo7YhIn-qwllKg1Qyx5LrXY2nCD7rHEdmBjj0E> (Retrieved December 21, 2021).

ing media freedom advocates in Europe and one of the most recognised Polish media policy scholars and practitioners in Europe. His professional involvement in the work of UNESCO, the Council of Europe, the European Union, the European Broadcasting Union, and the Organisation for Security and Co-operation in Europe makes his legacy a constant reference point, with studies juxtaposing media law (32%) with values, ethics, and responsibility (39%). On the surface, research conducted by Beata Klimkiewicz and Stanisław Jędrzejewski emphasises healthy public service media regulation and the importance of media ownership pluralism. While works by Jędrzejewski (2013; 2017) identify the extent of regulatory shifts and practices for public service media progression, the scholarly contribution by Klimkiewicz brings the international perspective for researching media plurality in traditional and new media; with a methodology of international projects, such as the Media Pluralism Monitor and, more recently, The Media Freedom Act in 2022 (for specific media policies domain, see Figure 15 in Annex 1).

4. Conclusions

This report has aimed to address critical orientations and the potential accessibility and findability of scholarly academic achievements in communications and media over the last two decades (2000–2020). By examining four Mediadelcom domains, namely Journalism studies, Media Users' studies, Ethical and Legal studies, and Media Literacy studies, our goal has been to indicate critical tendencies in the research expertise alongside the scope, availability and quality of Polish research, something of potential value to assess the potential blends of media and democracy academia.

On the one hand, the findings from the media regulatory and self-control of journalists have proven the democratic standard setting with challenges of the digital and data-driven turns alongside the call for Poland's media democratisation. In line with this, the database of 1000 scholarly items included in Poland's bibliographical database reveals both potentials and pitfalls of young democracy scholarships, struggling to adopt democratic visions, Western media ideas and research tendencies while also being put on hold due to the cultural, systemic (political and regulatory) and academic path-dependencies.

The ongoing public service media governmentalisation alongside journalism and social polarisation have a significant impact on shanks in global media freedom and a call for a reorientation of media studies and their evaluation. In line with this, we have argued that the case study of Poland needs de-westernisation and more empirical evidence to argue against the normative understanding of Human Rights, journalism culture and related Legal/Ethical and economic surroundings.

Firstly, the findings presented in this report prove the dominance of Journalism research (39% of the items coded) over Media Usage, Legal and Ethical and Media Literacy domains. Among the most popular subjects investigated by communications and media, scholars have been media systems, market structure, journalism roles and values, and professional culture, with a particular emphasis on public service media. These subjects are among critical research interests also by scholars from the West. However, we observe that studies on Poland's journalism and media users' competencies are still emerging, developing Media Literacy theoretical foundations. While there has been an observable growth in the number of communications and media studies in the aftermath of the 2000–2010s digital and new media revolution, most of the Polish scholarship (60% of publications in four domains) has widely focused on theory-building and visions on how journalism should look like.

The normative-first approach mostly looks at the importance of media autonomy, responsiveness and healthy media ethics and law from the external systemic conditions. On the one hand, findings across the domains prove the dominance of systemic (economy–politics–technology)

conditions, with only a few examples of empirical evidence of production culture, working conditions, diversity in the newsrooms, etc. On the other hand, the dominance of the systemic approach limits the potential of examining media's cultural path-dependencies and media professionals' mindsets, something that has become a subject of longitudinal investigation in Western scholarship.

Secondly, the blend of West vs East traditions in the Polish case also relates to the value of communications and media research, with different dynamics (and dichotomies?) in terms of quality dimensions. For instance, Polish scholarship follows the global standards of ethics and academic work production. Approx. 94% of all Mediadela.com domains have been peer-reviewed, with the national journals being transparent about the double-blind procedures and the authors' and editors' accountability. Both academic journals and regulatory and public research opinion authorities have successfully moved their operations online, providing easy access to data for free. On the other hand, there is also an observable policy of paid access derived from traditional publishers' business models. The fact that book chapters and edited collections dominate the Polish scholarship might negatively impact data accessibility.

Moreover, publishing scholarly works in the national language (75% of publications in four domains) limits international dissemination and research findability. Only a few Polish researchers have successfully published their academic achievements in the top global journals, indexed in the Web of Science, SCOPUS or Social Science Citation Index database (8% of publications in four domains). While publications in international journals and publishing houses, such as Cambridge University Press, Routledge or SAGE, are rewarded by the Ministry of Education and Science Journal ranks 200, 140, and 100 points, the most widespread national publications (both edited collections and edited collections) get approx. 20-40 points in the process of quality evaluation. Bulletin of the most recent Journals' rank by the Ministry has resulted in criticism of underestimation of the potential of media studies research.

Thirdly, Poland's communications and media scholarship has not sufficiently addressed the current societal and technological change. Although our research findings illustrate the growing number of empirical verifications of Journalism via international projects and collaborations, several research gaps need further exploration. For instance, studies on ethics and regulations have broadly addressed the conflicting visions between journalism unions, policymakers and media users while – at the same time – not sufficiently responding to societal and (social) media.

What has been missing in the age of algorithms and Big Data are practical recommendations towards organisational change, media usage by Generation Z or fighting against the global phenomenon of misinformation and fake news. Finally, looking at the Polish tendencies, the critical areas for a further explanation would be to explore the cultural management and policy-making conditions and room for more in-depth collaboration with the media industry via research projects or joint acceleration to mentor or commissioning activities.

Overall, we observe a research dichotomy in the communications and media scholarships, which corresponds to the blend of West vs East democratic media and academic research development. Western orientations and publishing standards play a significant role in fostering quality and research recency. On the contrary, both the focus on the national legacy media and the university/research centers' evaluation procedures, are still deeply rooted in the past and might need to sufficiently respond to the Western research trends (quality and methodology). The cultural lenses call for further investigation, alongside the cultural investigation of the critical junctures and the cultural path-dependencies, regarding society, politics and scholars of media and democracy.

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Annex 1.

Table 1. Selection of research projects on media and communications in Mediadecom's domains (The National Science Center)

Researcher, affiliation	Title	Study Period
Kinga Adamczewska, Adam Mickiewicz University in Poznań	<i>Wzory przepływu informacji w komunikowaniu politycznym - na przykładzie wyborów w Polsce w latach 2015-2020</i>	2019-2023
Urszula Doliwa, University of Warmia and Mazury in Olsztyn	<i>Transformacja systemu medialnego w Polsce w kontekście radiofonii niekomercyjnej</i>	2020-2022
Dorota Hall, Polish Academy of Science	<i>Mniejszości i media. Komunikatywne konstruowanie tożsamości religijnej w czasach głębokiej mediatyzacji</i>	2018-2022
Marta Dynel, University of Łódź	<i>"FUNGRESSION": Humor i niegrzeczność w mediach społecznościowych</i>	2019-2023
Aleksandra Galus, Adam Mickiewicz University in Poznań	<i>Rola polskich organizacji pozarządowych we wspieraniu rozwoju mediów na Ukrainie</i>	2018-2022
Michał Głowacki, University of Warsaw	<i>Kultura organizacyjna mediów publicznych w ekosystemach cyfrowych: ludzie, wartości i procesy</i>	2015-2019
Damian Guzek, Silesian University in Katowice	<i>Media wobec idei świeckiego państwa</i>	2015-2019
	<i>Autorytet papieski w przekształceniach komunikacji</i>	2020-2023
Mateusz Halawa, University of Warsaw	<i>Nowe media jako technologie JA. Socjologiczna analiza tożsamościowych konsekwencji upowszechnienia się interaktywnych, cyfrowych i sieciowych technologii komunikowania</i>	2011-2013
Michał Jacuński, University of Wrocław	<i>Transformacja modelu komunikowania politycznego w Polsce poprzez nowe media: longitudinalne badanie wybranych narzędzi internetowych</i>	2011-2015
Garry Robson, Jagiellonian University	<i>Negocjowanie różnic kulturowych w erze komunikacji cyfrowej</i>	2012-2014
Piotr Sitkowski, University of Łódź	<i>Pozasystemowe sposoby użytkowania nowych technologii medialnych w okresie schyłkowego PRL</i>	2013-2017
Alicja Stańco-Wawrzyńska, Nicolaus Copernicus University	<i>Terroryzm i media: modelowanie komunikatu przez interakcję jako element mediatyzacji terroryzmu w telewizji amerykańskiej</i>	2016-2018
Agnieszka Stępińska, Adam Mickiewicz University in Poznań	<i>Prezydencja Polski w Radzie Unii Europejskiej i Euro2012: rola wydarzeń medialnych w procesie kształtowania wizerunku państwa</i>	2012-2013
	<i>Populistyczne komunikowanie polityczne: przekazy polityczne, relacje medialne i reakcje społeczne</i>	2016-2020
Michał Wenzel, SWPS University of Social Sciences and Humanities	<i>Wpływ mediów na postawy polityczne</i>	2016-2019

Source: Database by NCN (<https://www.ncn.gov.pl>)

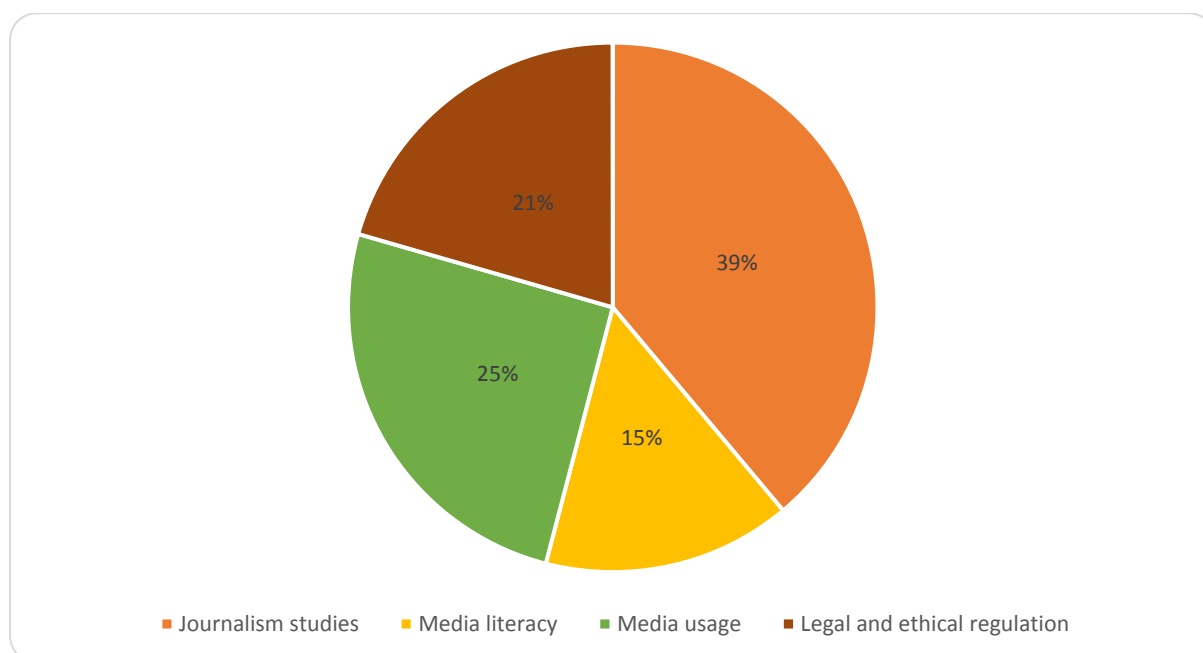


Figure 1. The general interest of Polish scholars in four Mediadecom domains

Source: Authors.

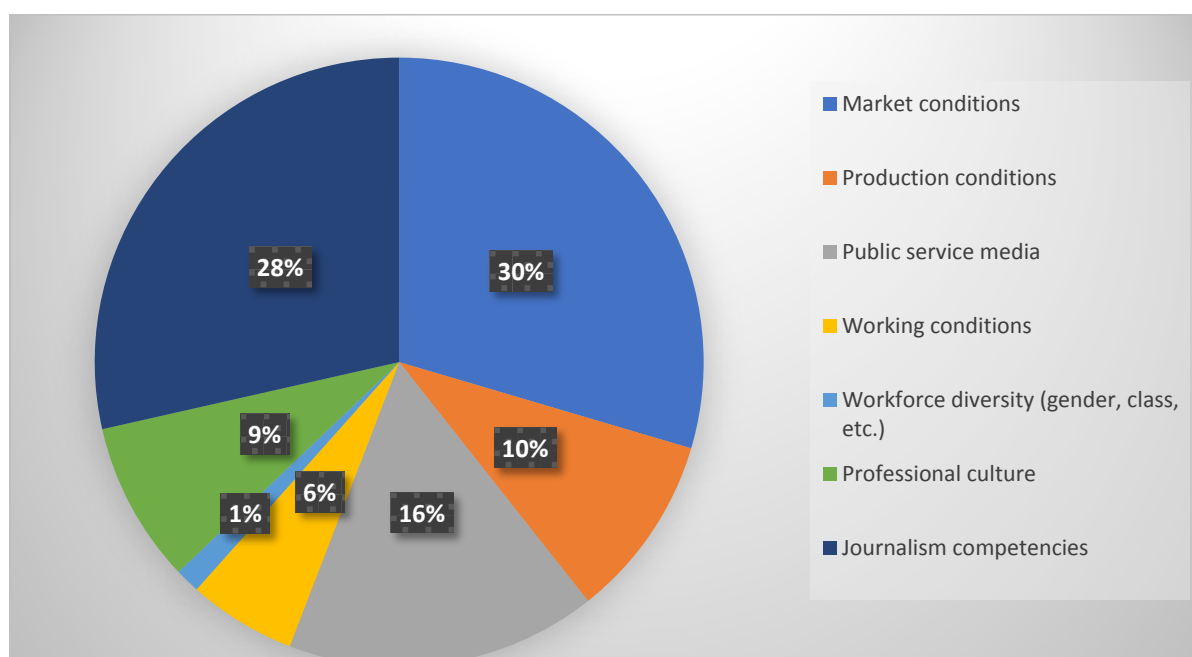


Figure 2. The general interest of Polish scholars in Journalism Studies domain

Source: Authors.

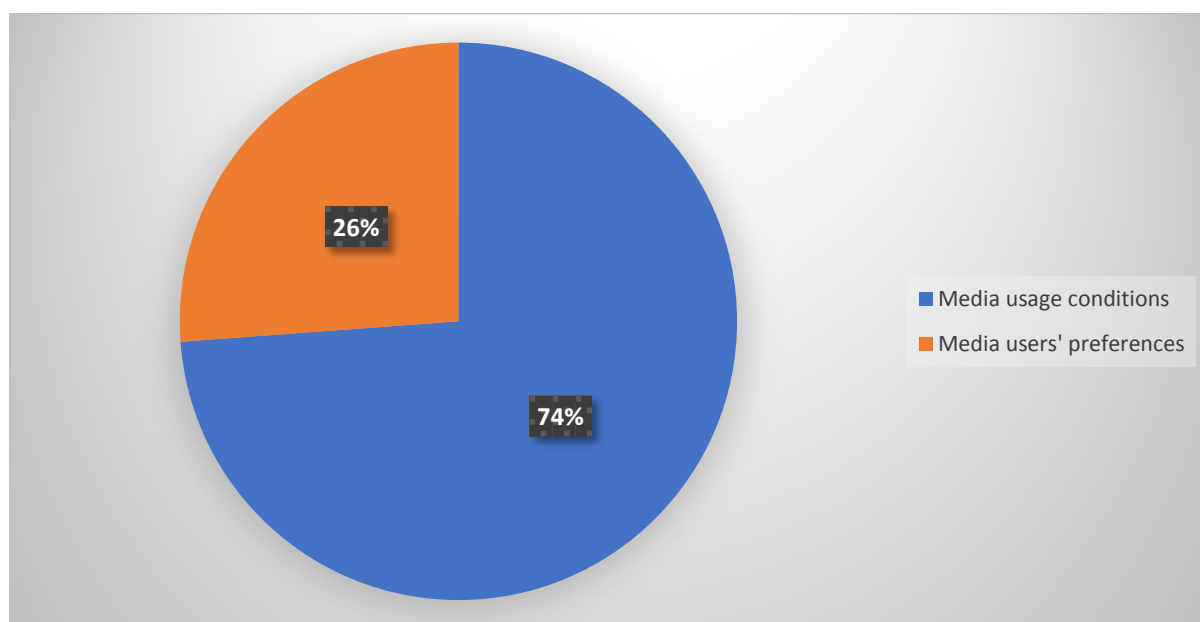


Figure 3. The general interest of Polish scholars in Media Users domain

Source: Authors.

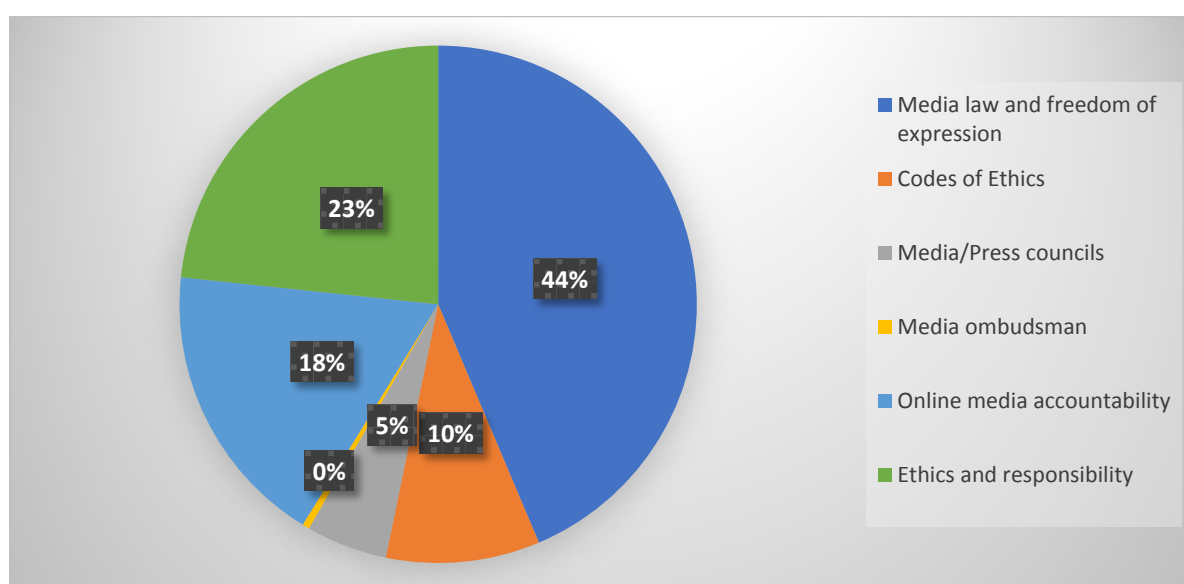


Figure 4. The general interest of Polish scholars in Legal and Ethical domain

Source: Authors.

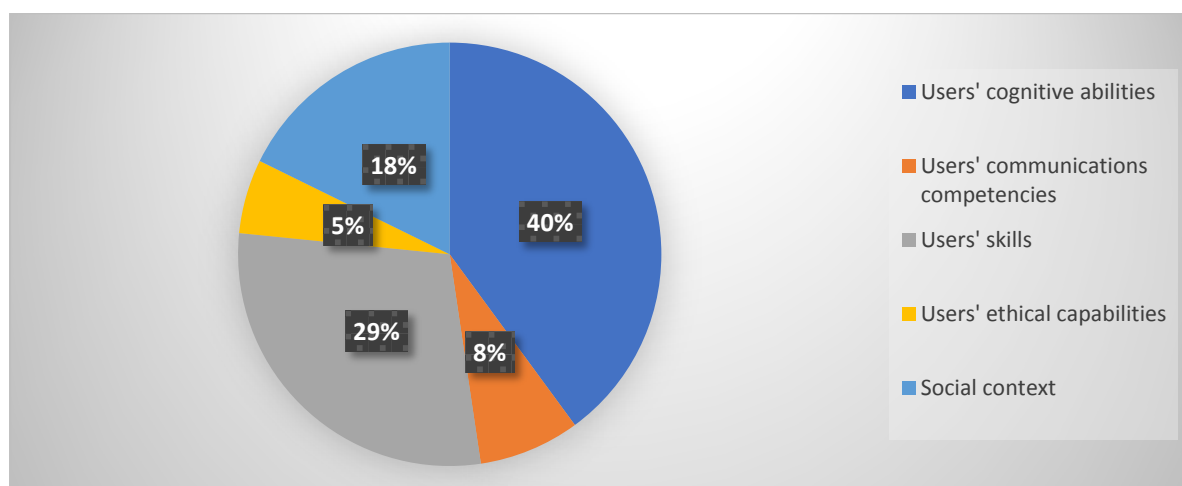


Figure 5. The general interest of Polish scholars in Media Literacy domain.

Source: Authors.

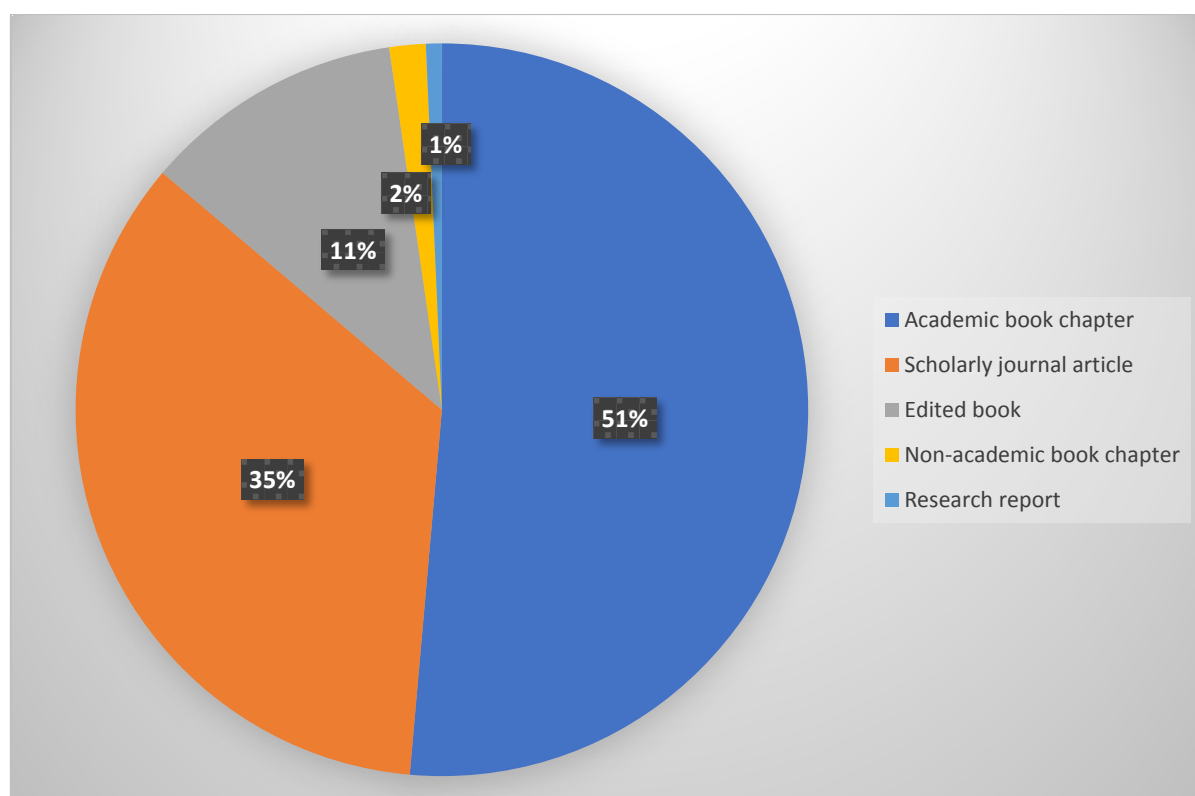


Figure 6. Type of publication (% in four domains).

Source: Authors.

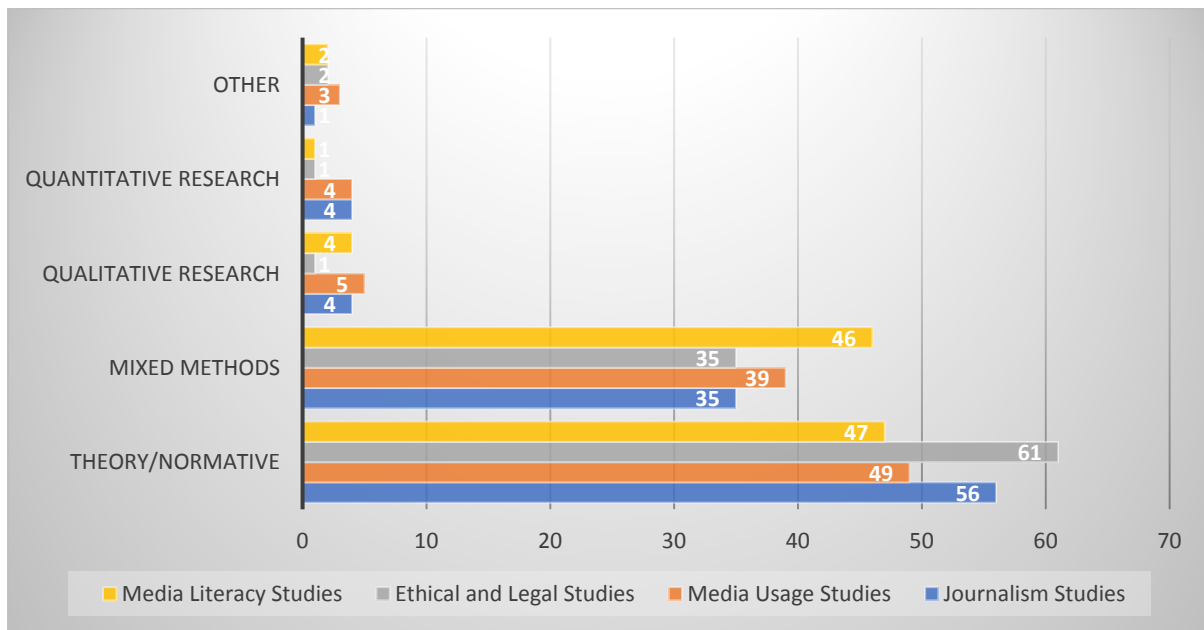


Figure 7. Scholarly orientations (% in four domains).

Source: Authors.

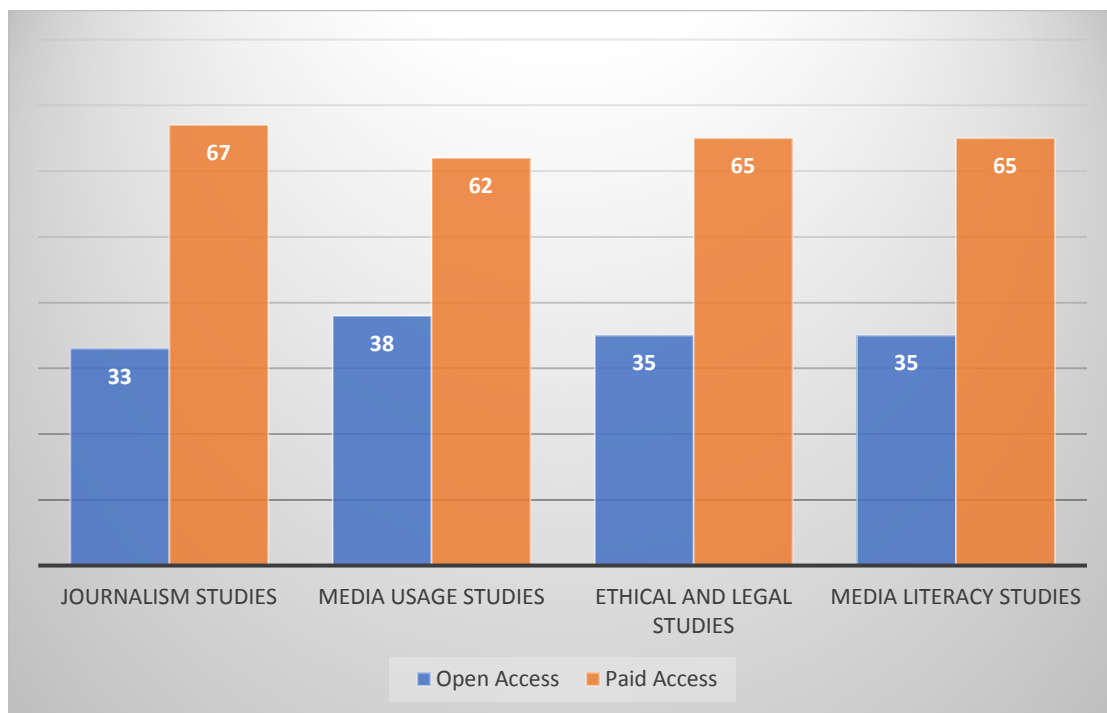


Figure 8. Open vs. Paid access (% in four domains).

Source: Authors.

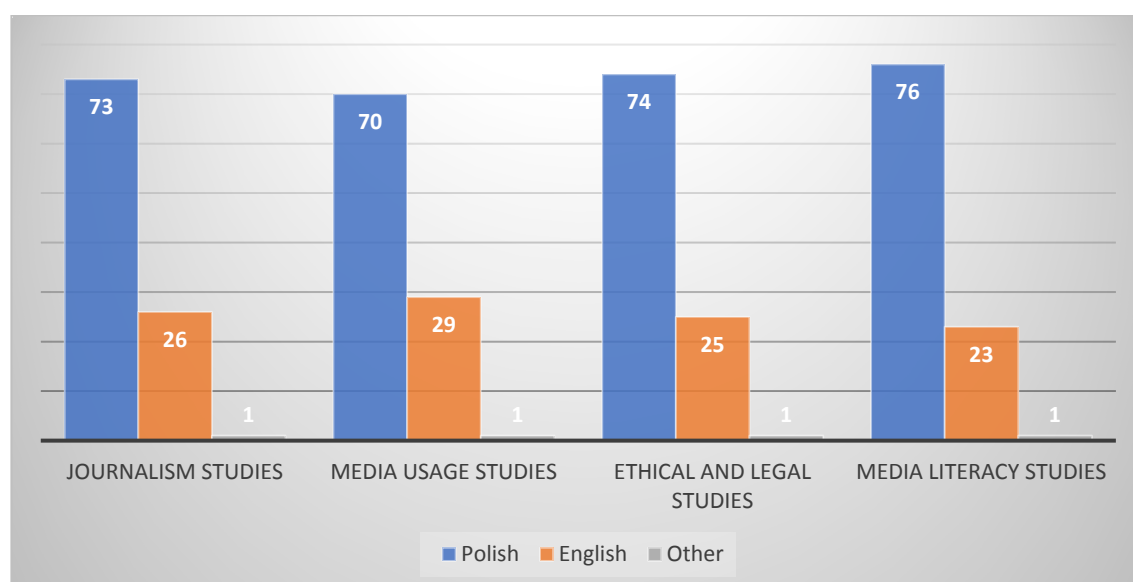


Figure 9. Language of publications (% in four domains).

Source: Authors.

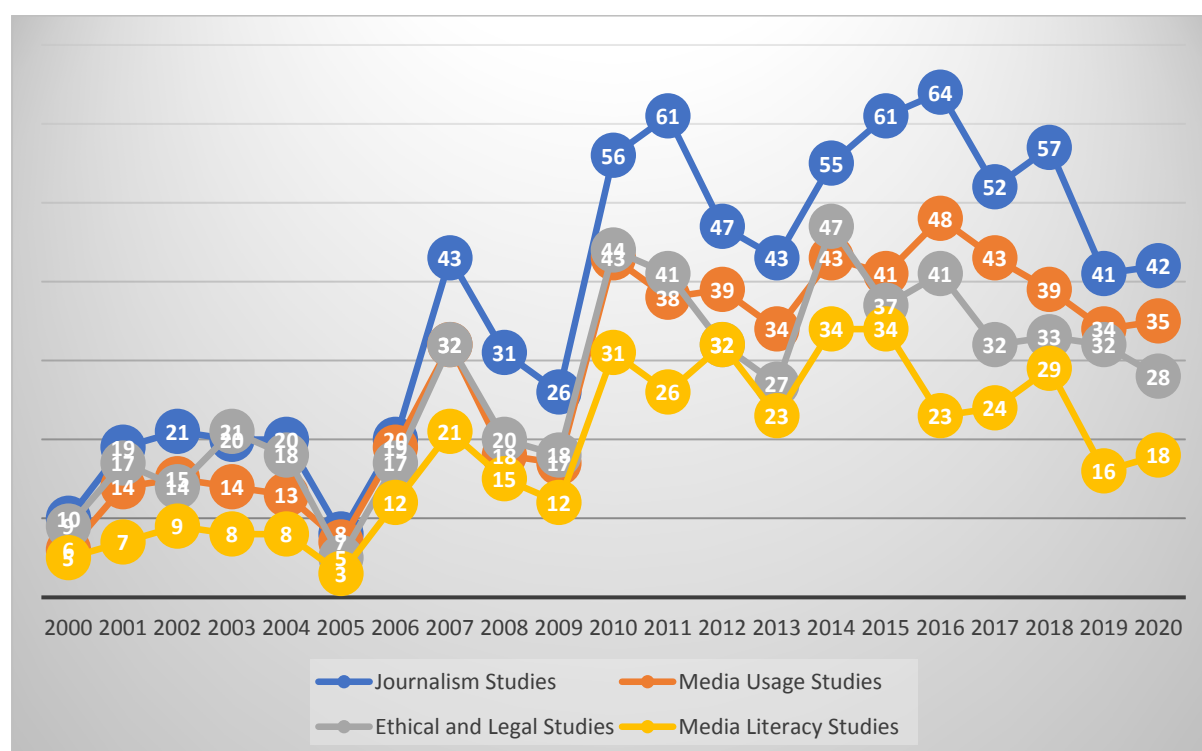


Figure 10. Year of publication across four domains (N).

Source: Authors.

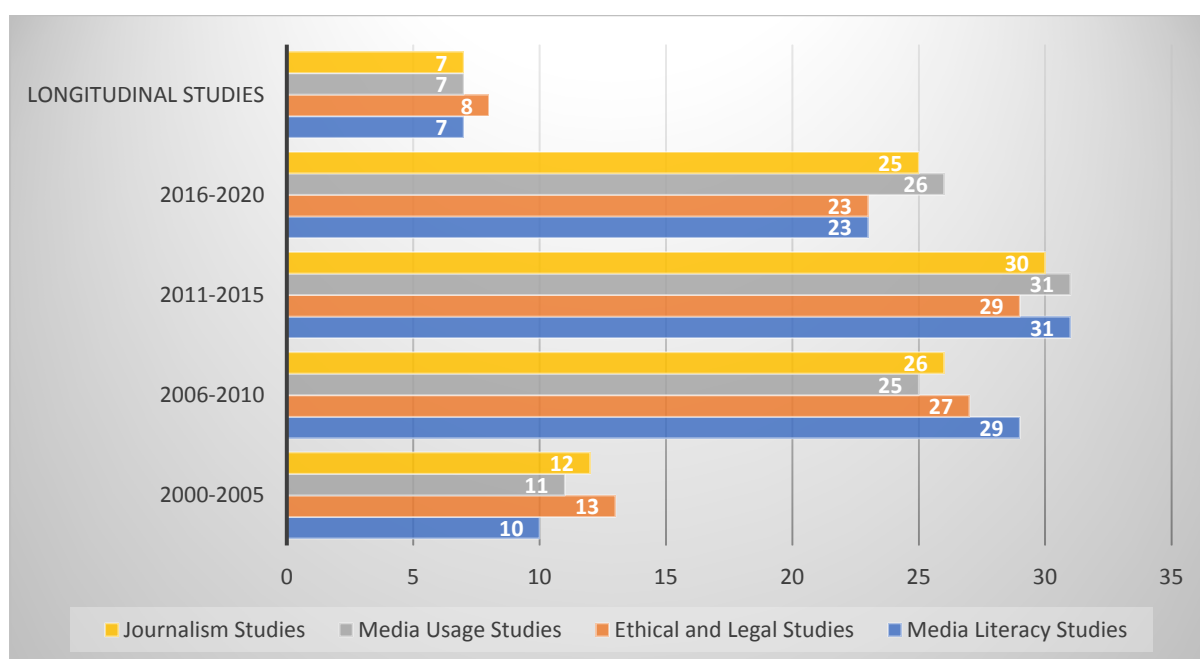


Figure 11. The period of data gathering (% in four domains).

Source: Authors.

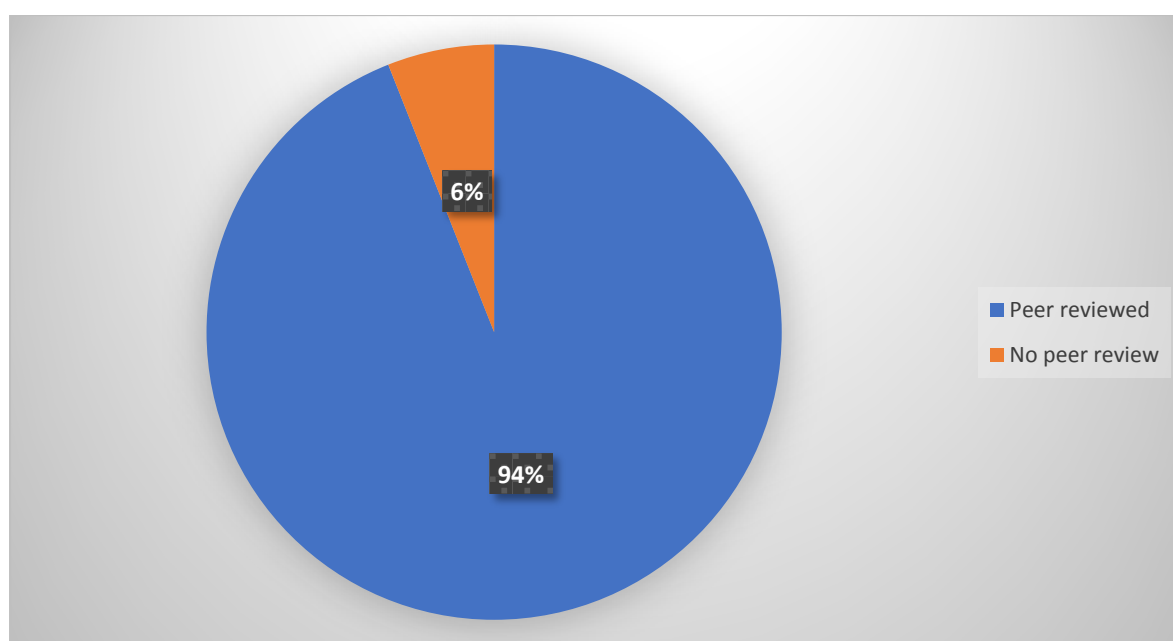


Figure 12. Peer review of publications (% in four domains).

Source: Authors.

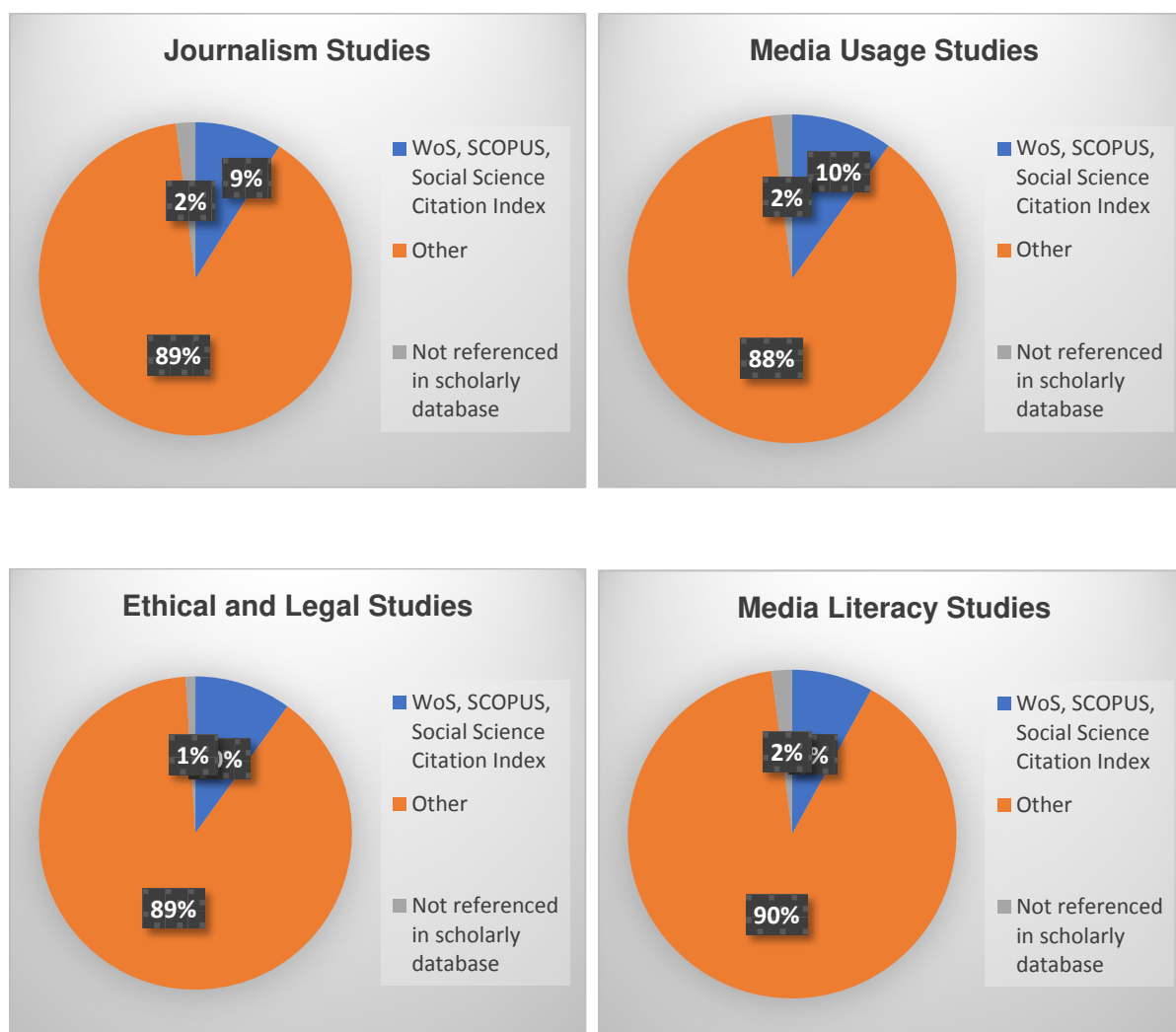


Figure 13. Peer reviewing of publications (% in four domains).

Source: Authors.

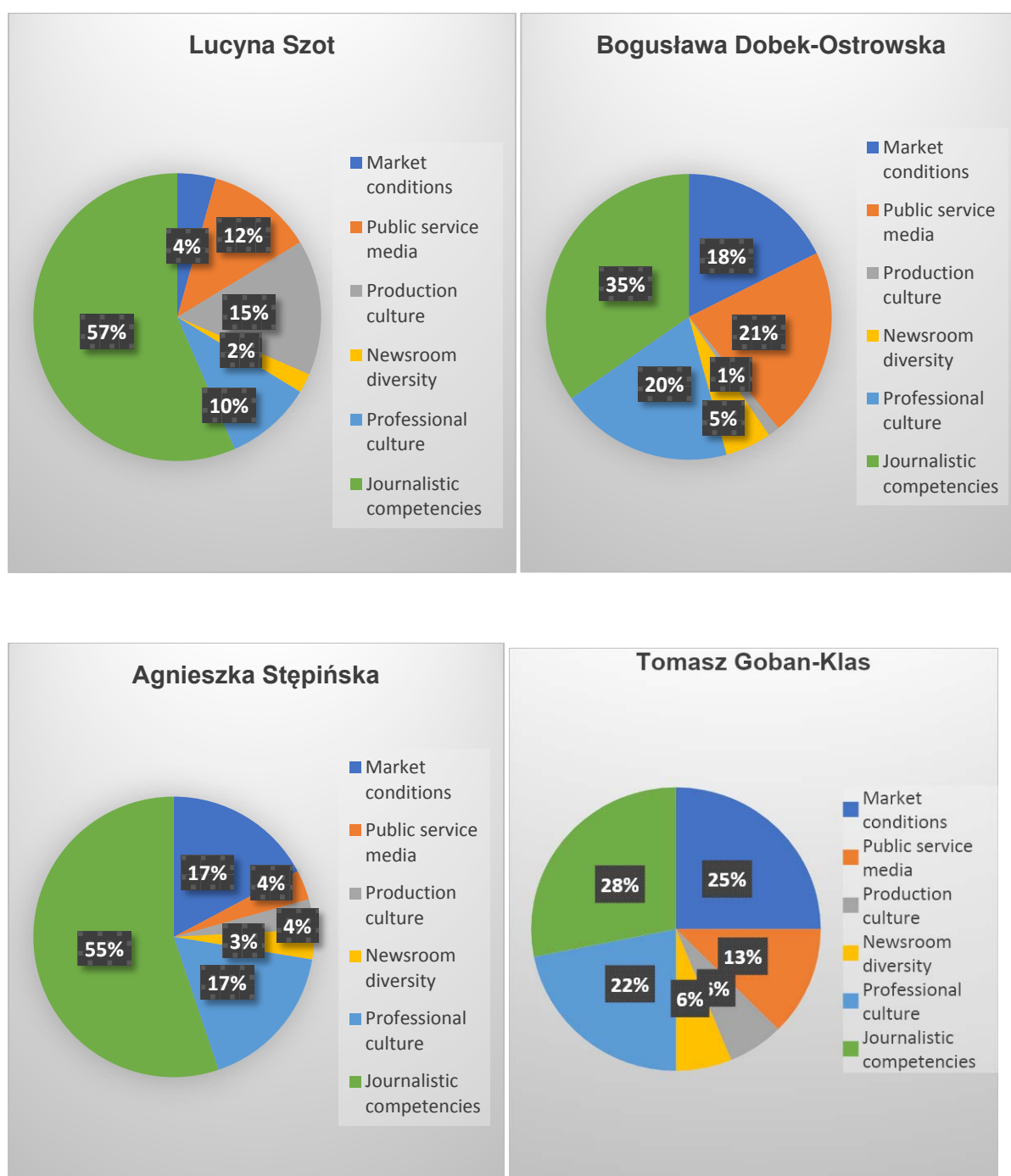


Figure 14. The general interest of selected Polish scholars in Journalism Studies domain.

Source: Authors.