



DETAILED PROGRAM OF THE CEECOM 2021 CONFERENCE

**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 – panel with practitioners

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**9.00-11.00:**

**Researching public spheres**

Chair: Svetlana Bodrunova

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

Svetlana Bodrunova

*Aggressive Commenting on the Russian YouTube: Deliberative Potential of Opinion Cumulation*

Svetlana Bodrunova, Anna Litvinenko

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

Anna Smoliarova, Yuliya Taranova

*Complaining audiences and hyperlocal journalism on VK.com*

Kamilla Nigmatullina, Nikolay Rodosky

Discussant: Teresa Sasinska-Klas

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**9.00-11.00:**

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

Chair: Alicja Jaskiernia

*The technological approach in the European Union`s audiovisual media policy*  
Alicja Jaskiernia

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

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

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

*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

Discussant: Katarzyna Drag

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11.00-11.15 BREAK

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

### **11.15-13.15: International relations and media**

Chair: Malgorzata Winiarska-Brodowska

*Polish Press Agency as a non-state actor in international politics?*  
Julia Trzcińska, Róża Nordström

*How states around the world censor the Internet?*  
Gergely Gosztonyi

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

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

*Media frames in ro.sputnik.md. The coverage of the 2019 Romanian presidential campaign*  
Teodora Șandru, Andreea Mogoș

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

Discussant: Teresa Sasińska-Klas

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### **11.15-13.15: Old and new ways of political expression**

Chair: Agnieszka Stępińska

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

*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

*'Challenging the leftist social media': Polish conservative media discourse on the alt-tech social networking services*  
Szymon Wigienka

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

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

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

Discussant: Agnieszka Walecka -Rynduch

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

Chair: Małgorzata Lisowska-Magdziarz

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

*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

*The Joker myth in media discourse. A comparative analysis of European and United States media*  
Teodora Grapa

Discussant: Edyta Żyrek

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

Chair: Katarzyna Drağ

*'Wake up, log in 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: Sławomir Doległo

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13.15-14.15 LUNCH BREAK

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

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

Chair: Małgorzata Lisowska-Magdziarz

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

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

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

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

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

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

Discussant: Edyta Żyrek

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**14.15-16.15:**

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

Chair: Andrej Školcak

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

Klara Smejkal

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

Norbert Merkovity

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

László Petrovski, Tamás Szekeres

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

Tamás Szekeres, László Petrovski

*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: Ralitsa Kovacheva

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**14.15-16.15:**

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

Chair: Jernej Amon Prodnik

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

Igor Vobič, Kristina Milić, Ana Milojević

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

Dunja Majstorović, Dina Vozab

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

Marko Zajc

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

Jernej Amon Prodnik, Nina Žnidaršič

Discussant: Dina Vozab

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

Chair: Michał Drożdż

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

Bartłomiej Łódzki

*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 isolation*

Marlena Szyber, Katarzyna Piórecka

Discussant: Małgorzata Majewska

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16.15-16.30 BREAK

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**SESSION IV (16.30-18.30)**

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

Chair: Epp Lauk

*Media and non-consolidated democracy regimes*

Irina Milutinović

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

Lindita Camaj, Gjylie Rexha

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

Kinga Adamczewska

*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

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

Paweł Matuszewski, Jarosław Flis, Waldemar Wojtasik

Discussant: Norbert Merkovity

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**16.30-18.30:**

**Misinformation and disinformation**

Chair: Małgorzata Winiarska-Brodowska

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

Mihhail Kremez

*Russian Information Warfare in Poland*

Kateryna Savranska

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

Hedviga Tkáčová

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

Mato Brautović, Romana John

*Media discourse on coronavirus – aspects of misinformation*

Weronika Świerczyńska-Głównia

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

Lora Simeonova

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

Victoria Leszczyńska

Discussant: Małgorzata Majewska

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**16.30-18.30:**

**Social aspects of communication in the 21st century**



Chair: Katarzyna Kopecka-Piech

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

Martina Novotná, Alena Macková

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

Paulina Barczyszyn-Madziarz, Mateusz Zieliński

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

Dorota Rak

*Influencers: on the new type of opinion leader*

Michał Jas

*Community management: theoretical framework and concept acceleration*

Gergana Markova, Kalin Kalinov

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

Katarzyna Radwańska

Discussant: Katarzyna Drąg

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**16.30-18.30:**

**Communication technologies**

Chair: Ralitsa Kovacheva

*'Old Media' in the Age of Media Platformisation: Pros and Cons. A Multi-case Study From Poland*

Anna Jupowicz-Ginalska

*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

*Printed book counter-revolution. Desire for textual sensuality in digital age*

Maciej Zweifel

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

Przemysław Ciszek

*Unsilencing home village. A Discursive-theoretical Analysis of the Construction of the Rural in Chinese Short Video*

Xudong Weng, Siqi Liu

Discussant: Sławomir Doległo

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18.30-18.45 BREAK

**18.45-19.00**

**ANNOUNCEMENT OF THE NEXT CEECOM CONFERENCE**

**19.00-19.30 CLOSING OF THE CONFERENCE**