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Lublin, June the 30<sup>th</sup>, 2014

Attachment 3

**THE PROPONENT'S ABSTRACT**

**1) Name and forename:** Ewa Nowak

**2) The proponent's diplomas and degrees with specifying the name and year of obtainment and the title of the doctoral thesis:**

Doctoral degree of humanities in the field of political science, awarded by Political Science Faculty, Maria Curie Skłodowska University in Lublin - resolution taken on November the 25<sup>th</sup> 2004.

**Doctoral thesis title:**

„Stowarzyszenia polskiej młodzieży w Austrii w XIX i XX wieku” (The Polish youth associations in Austria in 19th and 20th centuries).

**3) Employment in scientific/of the arts institutions:**

Maria Curie-Skłodowska University in Lublin, Political Science Faculty, Department of Sociology of Politics (2005-2009); Department of Journalism – adjunct (2009- at present).

Higher School of Enterprise and Administration in Lublin – lecturer (2005-2013).

**4) The indication of scientific achievement required by the Polish act of scientific degrees:** art. 16 ust. 2, Ustawy z dnia 14 marca 2003 r. o stopniach naukowych i tytule naukowym oraz o stopniach i tytule w zakresie sztuki (Dz. U. nr 65, poz. 595 ze zm.):

**a) the title of scientific achievement; the author/s, the titles of publications, the year of publishing; the name of the press:**

Ewa Nowak, *Ustanawianie agendy politycznej przez media. Efekt newsa w Polsce* (The media-policy agenda-setting. The news effect in Poland), Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2014, p. 356.

**b) the discussion of scientific/artistic goal of the mentioned study and the achieved results together with the discussion of its possible application:**

The main goal of the study was to determine the scope and the form of news media (media coverage) impact on policymaking, especially when selected policies are considered. This goal is fulfilled by the empirical part of the study, where the own research is applied, as

well as by the theoretical part, where the state of the art, devoted to the agenda-setting theory and media effect is presented, using the most possible wide theoretical perspective. The research model applied in the study is the natural consequence of theoretical analysis and is based on the state of the art (so far worked out within the discipline). The presented book is the first Polish monograph devoted as entirely to the political/policy media effects, using media – policy agenda-setting approach. This approach is consolidated in Western research, however is new and rare within Polish studies.

The presented monograph should be placed in the theoretical tradition of agenda-setting. It undertakes the effort to contribute essentially to the development of this research stream, especially when the approach of the media – political/policy agenda-setting and the news media role in policymaking are taken into consideration. This kind of studies are pursued in The United States and Western Europe, but they are very rare in Central-Eastern Europe, and almost not present in Poland. As regards the mass media's role in shaping politics and in policymaking, not many studies were prepared worldwide, when compared with the number of studies concerning the news media role in shaping public opinion. Only recently the efforts of explaining and interpreting the significance of media coverage for policymaking and exercising political power as well as for the shape of particular policies, have been undertaken. The scarcity of these studies is strongly related with the fact that the task of selection and empirical demonstration of the “pure media effect” is scientifically difficult and not easy to present convincingly. What is more, as there is considerable overlap of many factors that create political or policy decision situation, it makes the analysis of the role of news media coverage within this situation especially difficult to select and identify. Although the topic of media – politics relationships is, in a general context, relatively often studied, there is a need of comprehensive study that specifies the scope and the form of politics/policy sphere dependency on media sphere.

The main assumption of the study is based on the concept of mediatisation of politics and the conviction about the progress of mediation of politics in Poland. In the framework of empirical analysis, as the research tool, the approach of policy agenda-setting was applied. This approach was operationalized by the original, innovative research model. The mediatization of politics means that the media obtain the growing influence and political impact within political system. There is no doubt that this kind of impact really exists, however, there is also a kind of research challenge to prove it and present convincingly.

In the discursive part of the book the agenda-setting and political/policy agenda-setting problems are considered in the most possibly wide theoretical perspective. In the

empirical part, the analysis is focused on a selected group of phenomena that, in an applicant opinion, create the most significant part of public sphere, where the activities of journalists and politicians/policymakers meet and compete with each other. Within this part of the public sphere, the news media workers and policymakers perform their specific functions probably in the most active way and with far-reaching consequences. In this point of the public sphere, also the prospective news media impact on the process of decision-making can have the most important political/policy consequences (for the state condition and for designing and performing of public policies). The presented model of analysis is the result of scientific profile and the interest of the applicant. The degree in law and administration and Ph. D. in political science determined the subject matter and methodological framework of the study.

In the presented study the quantitative as well as qualitative methods are used. To determine the media agenda and policy agenda dependencies, statistical analysis and case studies are applied. The hypotheses concerning the scope and the form of media impact on policymaking (policy agenda – media agenda dependency) are verified on the basis of empirical material gathered in the period of three years (2009-2011). The media agenda consists of the TV news media coverage (the four Polish TV stations of the highest ratings) devoted to the eight selected policy topics. The policy agenda consists of the government decisions taken within the same selected eight policy topics (all decisions of all types), in the same period (2009-2011). The statistical analysis confirmed the hypothesis about the non-linear policy agenda dependency on media agenda (the policy agenda sporadic reaction on media agenda variability). This means that the news media cannot be regarded as a permanent policy agenda-setter, however in some cases (and circumstances) they can influence the process of policymaking, because they constitute the essential component of decision making situation and the premise of certain decision. Therefore, the shaping of public policies and policymaking, using journalistic reports, is feasible and takes place in the real world.

The successive research conclusions concern the conditions when the policy agenda – media agenda dependency takes place. As it was established, the adequate framing used by the news media and defining the case as the scandal or crisis, prepares favourable environment for the policy agenda – media agenda dependency. Also, when the issue is highly ranked in media agenda (when it hits the headlines), and, as a consequence, in public agenda, this dependency is definitely of greater possibility to happen. What is more, the policy-media agenda dependency is visibly more likely to happen, when the media evoke the so called media storms, which stands for significant expansion of the attention devoted to the issue (in certain period of time). The non-obtrusive issues are also those which have the

greatest chances to be transferred from the media to the policy agenda (the non-obtrusive are the issues, which can be observed by the audience/citizens only by the media and not in their own surroundings, for example foreign affair issues).

The results of statistical and qualitative analyses (case studies) enable the verification of the news effect model offered in the study, and make it possible to relate to the assertion about the mediatization of politics in Poland. The news effect represents specific policy consequences of spreading news by the media (with the specific content). The proposed and verified, by the applicant, news effect model contains a few consecutive stages. The starting point is the situation when the news media introduce some issue into the agenda. Then they intensively concentrate on this problem and, when the problem hits the headlines, the media storm takes place. The issue is covered by the majority of the news media, and widely discussed in journalistic broadcast and talk-shows, which consequently creates the interest among the citizens, and makes the chance for the issue to be transferred also to the public agenda. The policymakers' awareness about the importance of the issue (the high position of the problem in public agenda and the famous - noisy issue) makes them more susceptible to change the way the problem is treated and more willing to introduce it into the policy agenda (the issue enters the policy agenda). As it has been mentioned above, the relevant journalistic interpretation (as the scandal, affair or the crisis - problem, which demands to be settled) of the issue is also of significant meaning. What is especially meaningful is that the presented stages – sequences of the news effect - can occur independently of real social weight of the issue. Even the trivial matters can become significant and highly ranked in media and policy agenda when they receive much publicity (become noisy issues). The consequence of the news effect for political process, which is inherently connected with the mediatization of politics, is that these noisy issues push aside other socially essential problems.

To formulate the problem more synthetically, the news effect can be presented as follows: as a result of the input situation – the intense media exposure of certain issue, and granting it by relevant frames, when the real world factor conditions are fulfilled (the real social significance of the issue did not increased in certain time), the policy decision is taken or not taken (under the pressure of media exposure), and the news effect within public policies takes place (media coverage as the significant factor within policy decision situation). Also the strong and the weak news effects can be separated. The strong news effect takes place, when there is of high probability that the decision would not be taken, if there were not intense media coverage. The weak news effect happens when the decision would be taken,

one way or another, but the intense media coverage accelerates or modifies the policymaking process in the other way.

The conclusions offered in the study confirms the fulfilment of the third stage of the process of mediatisation of politics in Poland (according to the concept of J. Strömbäck; 2008). This stage fulfils when politicians, policymakers and the elite members have to adapt, more and more often, to the media logic. Also the phenomena of media functions extension take place, when the media not only report, but also create or evoke political events. The process of mediatisation of politics is the most visible and escalates, when the focussing events and scandals occur. In these situations the sequence of political events and policymaking process can be determined by media organizations.

The news effect model, formulated in the study, comprises the capability to be exploited in political practise, as a tool useful in forecasting political processes and working out strategies applied in politics, policymaking and political communication. The news effect model can be used as a research instrument for measuring and observing the politics and policymaking, as well as for shaping political and election situations, or as a defence means against the negative results of media pressure, which disturb the correct course of policymaking process.

## **5) The discussion of remaining scientific-research (artistic) achievements**

The applicant's interest of the media – politics relationships is conditioned upon the course of her scientific development and the effect of the research process, which consists of three stages. The first stage that started just after the defence of doctoral thesis, was thematically connected with the topic of the thesis, that is Polish ethnic group in Austria and Polish-Austrian relationships. The research in the second stage and stream of the applicant's activity was focussed on the key topics of political science, that is political marketing, election campaigns and the European integration. This activity resulted in publishing several dozen of research articles. In the third stage, the scientific attention was distinctly concentrated on political communication, especially on the key topic of the applicant's studies, that is agenda-setting and media – policy agenda-setting. This stage effected in preparing the study offered as the scientific achievement: E. Nowak, *Ustanawianie agendy politycznej przez media. Efekt newsa w Polsce* (The media-policy agenda-setting. The news effect in Poland), Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2014.

As the interest of Polish people in Austria and Polish-Austrian relationships was continued after obtaining the doctoral degree, the empirical material gathered during the staying in Austria was reconsidered and published in the form of monograph in 2007: *Polska młodzież w Austrii w XIX i XX wieku. Migracje – Edukacja – Stowarzyszenia* (Polish Youth in Austria. Migration – Education – Associations), Wydawnictwo UMCS, Lublin 2007. A couple of articles published in edited books in the next few years was also devoted to the same of similar topics: *Międzynarodowe uwarunkowania tożsamości narodowej na przykładzie II Republiki Austrii* (International Conditions of National Identity – the Example of II Republic of Austria), [in:] J. Mikułowski-Pomorski (ed.), *Narody wobec Europy. Negocjowanie tożsamości* (The nations facing the Europe. Negotiating the Identity), Akademia Ekonomiczna w Krakowie, Kraków 2004; *Polska młodzież akademicka w Austrii w XIX i XX wieku* (Polish Academic Youth in Austria in 19th and 20th Centuries), [in:] J. E. Zamojski (ed.), *Kobiety i młodzież w migracjach* (The Women and the Youth in Migration), Warszawa 2005; *Polacy na europejskich rynkach pracy* (Polish People on European Labour Market), [in:], J. E. Zamojski (ed.), *Migracje i społeczeństwa współczesne* (Migrations and Contemporary Societies), Vol. 12, Instytut Historii Polskiej Akademii Nauk, Warszawa 2007.

Entering into close cooperation with the Scientific Station of Polish Academy of Science in Vienna and obtaining the grant for funding the project: “Political integration of Polish people in Austria”, was the fundamental undertaking within this stream of scientific activity. To create a research group, necessary to carry out the projected research, the cooperation with scholars representing the Institute of Psychology Maria Curie-Skłodowska University in Lublin and the Institute of Political Science Opole State University has been established. The research group managed by the applicant prepared and accomplished the field research in the form of opinion polls and the Focused Group Interview (2007). Attending and managing the project enabled the applicant to achieve valuable experiences, when gathering the respondents opinion about politics and preparing statistical as well as qualitative analysis of empirical material, collected in the actual environment of the respondents. The conceptual endeavours and the empirical analysis carried out by the research group, resulted in preparing the co-authored monograph, where the complex picture of the process of political integration Polish immigrants in Austria, and the factors which influence the process are presented: E. Nowak, E. Bernacka, R. Riedel, *Integracja polityczna Polaków w Austrii* (Political Integration of Polish People in Austria), Stacja PAN, Wiedeń 2012.

The extension of scientific interest and the focusing on typically politological stream of research were connected with starting new work in the Department of Sociology of Politics

(adjunct position), and the adaptation to the investigation profile of this Department. The first studies in this topic were devoted to political leadership: P. Nowak, E. Nowak, *Typy i style przywództwa w polskiej komunikacji politycznej* (The Models and Styles of the Leadership in Polish Political Communication), [in:] T. Goban-Klas (ed.) *Komunikacja marketingowa. Kształtowanie społeczeństwa konsumpcyjnego?* (Marketing Communication. The Shaping of Society of Consumers?), Radom 2006; *Modele przywództwa w polskim życiu politycznym* (The Models of Leadership in Polish Political Life), [in:] H. Taborska, J. S. Wojciechowski (eds.), *Dokąd zmierza Europa – przywództwo, idee, wartości* (Where Europe is Going? Leadership, Ideas and Values), Akademia Humanistyczna im. A. Gieysztora, Pułtusk 2007.

In the further inquiry and publications the consideration was given to political competition, political and electoral market and political marketing. These topics turned out to be of the key importance for the applicant's output and the subsequent research. The consequences of applying rules and tools of political marketing for the way how political system and public sphere are working, were especially the subject of the studies in that period: *Marketing polityczny a populizm. Doświadczenia kampanii politycznej 2005 roku* (Political Marketing and Populism. The Experiences of Polish Political Campaign of 2005), [in:] P. Pawełczyk (ed.), *Marketing polityczny. Szansa czy zagrożenie dla współczesnej demokracji* (Political Marketing. The Chance or danger for Democracy), Wydawnictwo Naukowe INPiD UAM, Poznań 2007. *Podziały strukturalne i aksjologiczne polskiego elektoratu. Wybory parlamentarne w 2007 r.* (Structural and Axiological Divisions of Polish Electorate. Parliamentary Election of 2007), „Athenaeum“, Nr 19, 2008. *Marketing polityczny w procesie demokratyzacji i konsolidacji systemu politycznego w Polsce. Ujęcie krytyczne* (Political Marketing in the Process of Democratization and Consolidation of Polish Political System. The Critical Approach, [in:] M. Chałubiński (ed.), „Człowiek, społeczeństwo, polityka“, Studia i rozprawy II, *Transformacje systemowe w Polsce i krajach postkomunistycznych* (The Human, Society and Politics. The Studies and Dissertations II. The Transformations of Political Systems in Poland and Postcommunists Countries), Akademia Humanistyczna im. A. Gieysztora, Pułtusk 2008. *Mechanizmy medialnej legitymizacji i elegitymizacji podmiotów rynku politycznego* (Political Market Players – Mechanisms for Media-legitimization and Media-delegitimization), [in:] J. Klisiński (ed.), *Zasady i techniki marketingu politycznego* (Political Marketig – The Rules and Techniques), Wyższa Szkoła Ekonomii i Administracji, Bytom 2009. E. Nowak, R. Riedel, *Siedem grzechów głównych marketingu politycznego. Krytyczno-realistyczne ujęcie teorii i praktyki politycznej*, (The Seven Deadly Sins of Politcal Marketing. Critical-realistic Approach to the Theory and

Political Practise; co-author: R. Riedel), [in:] M. Sokolowski (ed.), *Za kulisami spektaklu. Medialne wizerunki polityki* (Behind the Scenes. The Media Images of Politics), Wydawnictwo Adam Marszałek, Toruń 2009. *Modernizacja vs neotradycjonalizm? Kształtowanie się nowych podziałów polskiego elektoratu* (Modernization versus Neotraditionalism? The Formation of New Divisions of Polish Electorate), [in:] M. Barański (ed.), *Modernizacja polityczna w teorii i praktyce. Doświadczenia państw postsocjalistycznych i Trzeciego Świata* (Political Modernization in Theory and Practise. The Experiences of Postcommunist and Third World Countries), Wydawnictwo Naukowe Śląsk, Katowice 2009.

In the same topic also the edited book prepared in cooperation with Dorota Litwin-Lewandowska: E. Nowak, D. Litwin-Lewandowska (eds.), *Władza i przywództwo w demokracji* (Power and Leadership in Democratic Systems), Wydawnictwo UMCS, Lublin 2010, can be settled. The book was the result of collaboration, not only with scholars representing the group of political scientist of Lublin, but also the researchers from other Polish academic centres, interested in the role of political leadership in contemporary democracies. The in depth theoretical studies, devoted to political marketing, resulted in publishing especially advanced article, where consideration was given to the position of political marketing as a discipline within political science field: *Marketing polityczny jako dyscyplina naukowa* (Political Marketing as a Scientific Discipline), „*Studia Politologiczne*“, Vol. 24, *Marketing polityczny i komunikowanie polityczne. Nowe zjawiska, nowe wyzwania* (Political Marketing and Political Communication. The New Phenomenan and New Challenges), J. Garlicki (ed.), Elipsa, Warszawa 2012.

Taking a bit wider perspective, including European integration, civil society and European public sphere facilitated to carry out the inquiry with also wider than only Polish view. Within this topic the author's and co-author's works were prepared: E. Nowak. R. Riedel, *Od przyjaźni rynkowej do wspólnoty politycznej - europejski demos w ujęciu teorii komunikacyjnej Karla Deutscha* (From Market Friendship to the Political Community – European Demos in Communication Theory of Karl Deutsch; co-author: R. Riedel), [in:] L. Zyblikiewicz (ed.), *Czynniki stabilizacji i destabilizacji w stosunkach międzynarodowych na początku XXI wieku* (The Determinants of Stabilization and Destabilization in International Relationships at the Beginning of 21st Century), Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2009; *Europa trzech prędkości – ekonomia, kultura i polityka w XXI wieku* (The Europe of Three Speeds – Economy, Culture and Politics in 21st Century), [in:] R. Riedel (ed.), *Unia Europejska w XXI wieku. Polityczno-*



*prawna wspólnota interesów* (The European Union in 21st Century. Polical and Legal Community of Interests), Wydawnictwo Adam Marszałek, Toruń 2010; *Europeizacja politycznej sfery publicznej w państwach Unii Europejskiej* (The Europeanization of Political Public Sphere in EU Memberstates), [in:] A. Pacześniak, R. Riedel (eds.), *Europeizacja. Mechanizmy, wymiary, efekty* (The Europeanization. Mechanisms, Dimensions, Results), Wydawnictwo Adam Marszałek, Oslo-Toruń-Wrocław 2010; *Europejska przestrzeń publiczna a polityka medialna i audiowizualna – problemy i zadania w perspektywie polskiej prezydencji w Unii Europejskiej* (European Public Sphere and EU Media and Audiovisual Policy – the Problems and Tasks in the Prospect of Polish Presidency), [in:] R. Riedel, P. Klimontowski (eds.), *Polska prezydencja w Unii Europejskiej* (Polish Presidency in the European Union), Wydawnictwo Uniwersytetu Opolskiego, Opole 2010; E. Nowak, E. Godlewska, *Civil Society in Central Europe – Polish-Austrian Comparative Study*, [in:] R. Riedel (ed.), *Central Europe. Two Decades After*, Center for Europe University of Warsaw, Institute of Political Science Opole University, Warszawa-Opole 2010.

The processes of democratization and consolidation of democracy were the theme of the conference organized thanks to the applicant's initiative by Political Science Faculty, UMCS Lublin in cooperation with Institute of Political Science, Opole State University, Higher School of Enterprise and Administration in Lublin and Polish Association of Political Science, the Division of Lublin. The aftermath of the conference discussion and the cooperation with scholars from Universities of: Warsaw, Kraków, Wrocław, Poznań, Opole and Łódź, was publishing the edited book: E. Nowak, R. Riedel (eds.), *Polska i Europa Środkowa. Demokratyzacja. Konsolidacja. Europeizacja* (Poland and Central Europe. Democratization. Consolidation. Europeanization), Wydawnictwo UMCS, Lublin 2010.

The deepened interest in the position and the role of the media within political market and European public sphere was present in previous works, however it founded its continuation, widening and culmination in the next stage of studies. Working out and publishing several articles devoted to political communication was a useful preparation before the concentration on the principal subject of studies, that is media effects, agenda-setting and policy agenda-setting: *Konstruktywistyczna funkcja mediów w kampaniach wyborczych na przykładzie wyborów samorządowych w Lublinie w 2006 r.* (The Social Construction as Media Function. The Example of Local Election in Lublin in 2006), [in:] A. Kasińska-Metryka, K. Kasowska-Pedrycz (eds.), *Socjotechnika w polityce – wczoraj i dziś* (The Applied Sociology in the Past and Today), Vol. 2, Wydawnictwo Uniwersytetu Humanistyczno-Przyrodniczego Jana Kochanowskiego, Kielce 2009; *Komercjalizacja*

*komunikacji politycznej – infotainment i politainment w programach informacyjnych* (Commercialization of Political Communication – Infotainment and Politainment in TV News Broadcast), „Annales UMCS. Sectio K Politologia“, Vol. XVI, 2/2009, Wydawnictwo UMCS, Lublin 2009; *Plebiscytyzacja polityki – media i opinia publiczna jako źródła legitymizacji władzy* (The Politics of Plebiscite. The Media and Public Opinion as the Sources of Legitimization of Power), [in:] E. Nowak, D. Litwin-Lewandowska (eds.), *Władza i przywództwo polityczne w demokracji* (Power and Leadership in Democratic Systems), Wydawnictwo UMCS, Lublin 2010; E. Nowak. R. Riedel, *Radiomaryjna subkultura polityczna - media katolickie jako podmiot systemu politycznego w Polsce* (The Political Subculture of „Radio Maryja” – Catholic Media as Political System Subject in Poland), „Studia Medioznawcze”, Nr 2(37)/2009; E. Nowak. R. Riedel, *Agenda setting, priming, framing – TV news in Poland during election campaigns 2005 and 2007. Comparative analysis* (co-author: R. Riedel), „Central European Journal of Communication“, Vol. 3, No 2(5), Fall 2010; *Relacje mediów jako czynnik interweniujący w stosunkach międzynarodowych* (Media Coverage as International Relationships Intervention Factor), „Politeja“ Nr 1(15) 2011; *Ustanawianie agendy medialnej i politycznej. Interakcje i zależności* (Setting the Media and Policy Agenda. The Interactions and Dependencies), „Zeszyty Prasoznawcze“ Nr 3-4 2011; *Koncepcja primingu w studiach nad komunikowaniem politycznym* (The Concept of Priming within Political Communication Studies), „Studia Medioznawcze“, Nr 2(49) 2012; *Metodologiczne problemy badania zależności pomiędzy agenda medialną, publiczną a polityczną* (The Studies of Media, Public and Policy Agenda Dependencies – Methodological Problems), „Annales UMCS”, Sectio K. Politologia, Vol. XX.2, 2013; *The Interrelationship between Media and Political Agenda*, [in:] E. Yüksel (ed.), *Communication in the Millenium. 8th International Symposium*, Anadolu University, Anadolu 2010; *Media Coverage as Foreign Policy Intervention Factor: The CNN-effect Concept*, [in:] E. Yüksel (ed.), *Communication in the Millenium. 9th International Symposium*, Anadolu University, Anadolu 2011; *The news effect: shifting salience between media and policy agenda*, [in:] B. Dobek- Ostrowska, J. Garlicki (eds.), *Political Communication in the Era of New Technologies*, Peter Lang, Frankfurt am Main 2013; *Agendotwórcza rola frakcji politycznych w Parlamencie Europejskim* (Political parties as the agenda-setters in the European Parliament), [in:] A. Paczeński, R. Wiszniowski (eds.), *Europejska scena partyjna i jej aktorzy* (The European Scene of Parties and its Players), Wydawnictwo Adam Marszałek, Toruń 2014.

Also within this stream of studies the book edited by the applicant has been prepared: *Agenda-setting w teorii i praktyce politycznej* (Agenda-setting – the Theory and Political Practise), Wydawnictwo UMCS, Lublin 2012. This publication is among the first books in Poland, which are entirely devoted to the topic of agenda-setting. The research articles included, present the problem using theoretical perspective and the view of political practise as well. Among many other issues, the authors analyse the application of agenda-setting mechanism to set the agenda of issues during election campaigns. The applicant's article published in this book: *Rola mediów masowych w ustanawianiu agendy politycznej* (The Mass Media's Role in setting policy agenda, [in:] E. Nowak (ed.), *Agenda-setting w teorii i praktyce politycznej* (Agenda-setting in Theory and Political Practise), Wydawnictwo UMCS, Lublin 2013, is probably the first research article entirely devoted to the policy agenda-setting in Poland. This study became the starting point, when preparing and carrying out the wider, deepened research of policy agenda-setting and publishing the monograph submitted by the applicant as the scientific achievement.

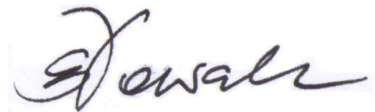
The research results concentrated on political communication, agenda-setting and political media effect were presented on several international, prestigious scientific conferences, as well as on a several dozen country-wide conferences (The attachment 6.), among others on seminars organized by: w St Hugh's College, Oxford University, San Diego State University, Sciences Po Campus France/CEE, Reims and Athens Institute for Education and Research. In June 2014 the applicant attended in the conference of high scientific rank: "Political communication for the 2014 European Elections: which Europe for the Europeans?", organized by Centre d'Etudes Comparées en Communication Politique et Publique in Paris (the scientific committee managed by one of the most renowned political marketing specialist professor Philippe J. Maarek). The paper introduced in Paris contained the comparative analysis of Polish and British news media reports about 2014 European Parliament election campaign ("News media about European issues – comparative framing analysis of British and Polish news media reports of 2014 European Election"). Also the participation in the 7<sup>th</sup> edition of Central and East European Communication and Media Conference in June 2014 in Wrocław turn out to be scientifically fruitful event. The paper: „The news media as policy agenda-setter? The first and the second level of media policy agenda-setting analysis. The case of Poland”, received a positive feedback from the chair of the panel professor David Weaver (Indiana University) and from the respondent professor Wolfgang Donsbach (Technische Universität Dresden) as well, with recommendation to publish the research results in an international journal.

The investigation concerning agenda-setting has been enriched by the practical dimension, thanks to the grant BRING received in 2013, funded by: Polish National Centre for the Research and Development and European Social Fund. In cooperation with Higher Education J. Tischner's School in Kraków and Marszałkowski Office (local government institution) of Lubelskie Province the project: "Internetowe Obserwatorium Obywatelskie. Projekt przygotowania i wdrożenia cyfrowej platformy gromadzenia i analizy danych dotyczących wizerunku regionu oraz regionalnych polityk publicznych" (The Internet Citizens Observatory. The project of preparing and introducing digital platform for the data concerning the image of the region and local public policies gathering and analysis) has been carried out (August-November 2013). The project included the gathering and analysis of opinion polls results carried out in Lubelskie province, local news media reports and the local government decision for selected policies and periods. Using the obtained data, comparative analysis of the public, media and policy agendas was prepared. As this type of comparative investigation has probably never been carried out on a local or country-wide scale, the research has the quality of innovativeness and the practical dimension (the capability to be applied in local political and media practice). The research report worked out as the result of the project: "The propositions of the region image promotion strategy innovation and protection" contained the substantial offer of information and communication local policy improvement.

The application regarding a similar topic: „Internetowe Obserwatorium Polityczne. Opinia publiczna, media informacyjne oraz polityki publiczne w Polsce. Wzajemne zależności" (The internet political observatory. Public opinion, news media and public policies in Poland – the mutual dependencies), but in basic research dimension, was introduced as a project in Polish National Science Center (the OPUS competition). The application received very good assessments from the country and foreign reviewers ("This is one the most interesting research projects I have reviewed in the last time"; Very promising is that the project could establish and manage Online Political Observatory – a digital platform used for registering and analysing empirical data, making observations of public opinion trends and public policies courses. [...] The proposed project will make a valuable contribution to the scientific field in Poland"), however it was not granted by the funding in this competition.

The further possibilities to accomplish significant undertakings and research projects are created by the applicant's engagement in international research project: „European

Election Campaign 2014”, managed by professor Eduardo Novelli (University of Roma 3). The project group consists of scholars from twenty eight European countries. The short-term goal of the project is to observe and analyse 2014 European Parliament election campaign, and the long-term aim is to work out the theoretical and methodological ideas, enabling to prepare the application for the Jean Monnet Center’s programs.

A handwritten signature in dark ink, appearing to read 'E. Novelli', with a stylized, cursive script.