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Summary of Professional Accomplishments
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1. *Name and surname:* **dr MAGDALENA HODALSKA**

2. *Diplomas, degrees and the title of the doctoral dissertation*

2009 – PhD degree in humanities (linguistics) awarded by the Institute of the Polish Language at the Polish Academy of Sciences (IJP PAN) in Kraków. The dissertation entitled: *The Role of Linguistic Means in Myth-making as Exemplified by the Press Coverage of the Death of John Paul II* was written under the supervision of prof. dr hab. Walery Pisarek.

2005 – MA in Cultural studies, specialisation: European studies, awarded by the Institute of European Studies, Faculty of International and Political Studies, Jagiellonian University, Kraków. The MA thesis entitled *War Correspondent – the Sacrificer and the Victim in the Contemporary World* was written under the supervision of prof. dr hab. Zdzisław Mach.

2004 – MA in Journalism and Social Communication, awarded by the Institute of Journalism, Media and Social Communication, Faculty of Management and Social Communication, Jagiellonian University, Kraków. The MA thesis entitled *Breaking the Taboo of the Sacred, Death and Body in TV Programs in the Light of Complaints to the Polish National Broadcasting Council* was written under the supervision of prof. dr hab. Walery Pisarek.

3. *Employment history*

2010 – Jagiellonian University

Assistant Profesor (adiunkt) at the Institute of Journalism, Media and Social Communication

2009-2011 – Pontifical University of John Paul II

lecturer at the Institute of Journalism and Social Communication

2009-2012 – College of Public Security and Individual Safety "Apeiron"

English teacher

2005-2010 – Jagiellonian University

lecturer at the Institute of Journalism, Media and Social Communication

2005-2009 – Higher School of Economics

English teacher

2005-2007 – Andrzej Frycz Modrzewski Cracow Academy

lecturer at the Institute of Journalism

3.1 PROFESSIONAL EXPERIENCE in Journalism

2012 - Radiofonia Radio - co-author and co-host of the series of 12 popular science broadcasts on the influence of media, entitled The First Estate.

2005, 2006, 2010 - Fox News Television – TV crew's researcher, translator, fixer

2001 - 2006 - Polish Press Agency (PAP) in Kraków – freelance reporter

2000 - *Gazeta Wyborcza* and *Rzeczpospolita* dailies – freelance reporter

4. Academic achievements fulfilling the requirements of Art. 16(2) of the Act of 14 March 2003 on Academic Degrees and Title and Degrees and Title in the Arts (journal of laws of 2003, No. 65, item 595, as amended)

a/ title of academic achievement

CULTURE OF FEAR AND TRAUMA IN THE MEDIA

- a Series of 16 Publications in Related Area

b/ Publications included in academic achievement

Monographs

1. Magdalena Hodalska, 2018, ***Kataklizmy w mediach. Dziennikarskie relacje z klęsk żywiołowych [Catastrophes in the Media. Media Coverage of Natural Disasters]***, Księgarnia Akademicka Publishing House, Kraków 2018, 255 pages, (reviewer: dr hab. Agnieszka J. Cieślíkowa, professor at the Polish Academy of Sciences).

2. Magdalena Hodalska, 2017, ***Trauma dziennikarzy. Dziennikarstwo traumy [Trauma of Journalists. Journalism of Trauma]***, Institute of Journalism, Media and Social Communication, Jagiellonian University, Kraków 2017, 187 pages, (reviewer: Prof. dr hab. Walery Pisarek).

Chapters in edited volumes in Polish

3. Magdalena Hodalska, 2016, ***Epidemie, mikroby i uczeni. Wirusologia na łamach polskiej prasy [Epidemics, Microbes and Scientists. Virology in the Polish Press]***, [in:] Edyta Żyrek-Horodyska, Magdalena Hodalska (ed.), ***Komunikowanie o nauce [Science Communication]***, Jagiellonian University Press, Kraków 2016, pp. 65-78.

4. Magdalena Hodalska, 2016, ***Aby straszna zbrodnia była bardziej straszna. Materiały operacyjne policji w relacjach dziennikarskich [To Make a Dreadful Crime More Dreadful: Investigation Materials in Media Coverage of Crime Stories]***, [in:] Weronika Świerczyńska-Głównia, Teresa Sławińska, Magdalena Hodalska (ed.), ***Komunikowanie o bezpieczeństwie. Medialny obraz zagrożeń [Safety Communication. Media Representations of Hazards]***, Jagiellonian University Press, Kraków 2016, pp. 169-182.

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5. Magdalena Hodalska, 2015, ***Turyści horroru w miejscach pamięci: rola mediów w promocji miejsc traumy i zbrodni*** [*Tourists of Horror in Places of Remembrance: The Role of the Media in the Promotion of Disaster and Trauma Sites*], [in:] Bożena Popiołek, Agnieszka Chłosta-Sikorska, Agnieszka Słaby (ed.), *Historia-pamięć-tożsamość w edukacji humanistycznej. Tom 3: Pamięć człowieka, pamięć miejsca, miejsca pamięci: studia historyczno-antropologiczne* [History-Memory-Identity in Humanistic Education. Volume 3: Human Memory, Memory of Places, Places of Remembrance], Libron Publishing House, Kraków 2015, pp. 593-605.
6. Magdalena Hodalska, 2014, ***Pandemie w kulturze strachu*** [*Pandemics in the Culture of Fear*], [in:] Tomasz Goban-Klas (ed.), *Komunikowanie w ochronie zdrowia: interpersonalne, organizacyjne i medialne* [Communication in Health Care: Interpersonal, Organizational and Mediated], Wolters Kluwer Poland, Warszawa 2014, pp. 234-245.
7. Magdalena Hodalska, 2012, ***Metafory śmierci w prasie na przykładzie publikacji z kwietnia 2005 i 2010 roku*** [*Metaphors of Death in Press Publications in April 2005 and 2010*], [in:] Kamila Kwasik, Jan Jaroszyński, Grzegorz Łęcicki (ed.), *Media wobec śmierci* [Media on Death], volume 1, Elipsa Publishing House, Warszawa 2012, pp. 204-215.
8. Magdalena Hodalska, 2012, ***Etyczne problemy w pracy korespondenta wojennego*** [*Ethical Issues in the Work of War Correspondents*], [in:] Kazimierz Wolny-Zmorzyński, Jerzy Snopek, Wojciech Furman, Katarzyna Bernat (ed.), *Korespondent wojenny. Etyka – historia – współczesność* [War correspondent. Ethics – History – Contemporary Problems], WSEiP Publishers, Kielce 2012, pp. 45-55.

Chapters in edited volumes in English

9. Magdalena Hodalska, 2016, ***'Passengers in Charon's Boat': Reporters Covering Real-life Horror, Fear and Terror***, [in:] Joseph H. Campos II, Kornelia Boczkowska (ed.), *Framing Fear, Horror and Terror through the Visible and the Invisible*, Inter-Disciplinary Press, Oxford 2016, pp. 21-38.
10. Magdalena Hodalska, 2016, ***Ebola Virus Kills the Other, but Anytime It May Land Here: Media Coverage of an African Plague***, [in:] Selina E.M. Doran, Bethan Michael, Izabela Dixon (ed.), *There's More to Fear than Fear Itself: Fears and Anxieties in the 21st Century*, Inter-Disciplinary Press, Oxford 2016, pp. 123-135.
11. Magdalena Hodalska, 2016, ***Cyberbullying, Fear and Silence: From Bystanders to Cyber-Samaritans***, [in:] Magdalena Hodalska, Catalin Ghita, Jyotsna Bapat (ed.), *Perils of the Web: Cyber Security and Internet Safety Nowadays*, Inter-Disciplinary Press, Oxford 2016, pp. 23-36.
12. Magdalena Hodalska, 2014, ***Family Drama and Its Frightful Media Frames***, [in:] Beth A. Kattelman, Magdalena Hodalska (ed.), *Frightful Witnessing: The Rhetoric and (Re) Presentation of Fear, Horror and Terror*, Inter-Disciplinary Press, Oxford 2014, pp. 135-155.

Peer-Reviewed Articles in Academic Journals in Polish

13. Magdalena Hodalska, 2014, ***Wydarzenia medialne i maratony katastrof – jak trauma i terror zmieniają teorię komunikacji*** [*Media Events and Disaster Marathons: How*

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Trauma and Terror Influence Communication Theory], „Zeszyty Prasoznawcze”, nr 4/2014, Jagiellonian University Press, Kraków 2014, pp. 678-693.

14. Magdalena Hodalska, 2014, **Kultura strachu w polskiej prasie brukowej [Culture of Fear in Polish Tabloid Press]**, „Zeszyty Prasoznawcze”, nr 3/2014, Jagiellonian University Press, Kraków 2014, pp. 493-506.

15. Magdalena Hodalska, 2010, **Odeszli do Domu Ojca. Prasowe motywy żałoby medialnej w świetle publikacji z 2005 i 2010 roku [They Returned to the Father's Home: Media Mourning Motives in Press Publications in 2005 and 2010]**, „Zeszyty Prasoznawcze”, nr 3-4/2010, Jagiellonian University Press, Kraków 2010, pp. 113-126.

Peer-Reviewed Article in an Academic Journal in English

16. Magdalena Hodalska, 2017, **Selfies at Horror Sites: Dark Tourism, Ghoulish Souvenirs and Digital Narcissism**, „Zeszyty Prasoznawcze”, nr 2/2017, Jagiellonian University Press, Kraków 2017, pp. 405-423.

c/ Academic objectives of the aforementioned publications, the achieved results and their potential implications

A series of 16 publications devoted to the Culture of Fear and Trauma in the Media could be subtitled: „Epidemics, Crimes, Disasters, Wars” and that clarification of research areas starts the description of my scientific achievements focused on the presentation of the evolution of my research interests which I developed in individual and international research projects I had initiated and coordinated for years. All of my research projects resulted in scientific works published in Polish and in English, in monographs, articles in peer-reviewed journals and chapters in collective monographs, devoted to the analyses of media coverage of traumatic events which contribute to the culture of fear.

Media narratives about death circumstances, which people feared for centuries¹, such as epidemics, disasters, crimes, wars have been the focus of my research, inspired by the works of David Altheide, Frank Furedi² and Barry Glassner³, who introduced the concept of Culture of Fear in social sciences and media studies. Professors Furedi and Glassner argued that people were afraid of the things that they learned about from media reports rather than from their own experience. F. Furedi stated, ‘One of the principal features of our culture of fear is the belief that humanity is confronted by powerful destructive forces that threaten our existence’⁴. In his book *Creating Fear. News and the Construction of Crisis* David Altheide argued that ‘the mass media and popular culture are the most important contributors to fear’ and that ‘We fear what we learn through countless stories and “morality tales” told

¹ Epidemics, crimes, disasters and wars were described in numerous historical studies, see J. Delumeau, *Strach w kulturze Zachodu XIV-XVIII w. Oblężony gród*, przeł. A. Szymanowski, Warszawa 2011; J. Bourke, *Fear. A Cultural History*, Emeryville 2006, Z. Osiński, *Lęk w kulturze społeczeństwa polskiego w XVI-XVII wieku*, Warszawa 2009; M. Zaremba, *Wielka Trwoga. Polska 1944-1947. Ludowa reakcja na kryzys*, Znak, Kraków 2012. Prof. dr hab. T. Goban-Klas wrote about fear in the media in his book entitled *Media and Terrorists. Will They Scare us to Death?* WUJ, Kraków 2009, his study on Polish fears and anxieties entitled *Lęki i niepokoje Polaków w świetle badań panelowych 1983 i 1984 r.*, „Zeszyty Prasoznawcze”, nr 2/1985, was a starting point of my research described in ERC Synergy Grant application which I co-authored as a leader of EuroFears project I initiated in 2012 [see point 4d].

² F. Furedi, *The Culture of Fear. Risk Taking And The Morality of Low Expectations*, Cassell, London 1997. F. Furedi, *Culture of Fear Revisited. Risk-taking and the Morality of Low Expectation*, Continuum, New York 2007.

³ B. Glassner, *The Culture of Fear. Why Americans are Afraid of the Wrong Things*, Basic Books, New York 1999.

⁴ F. Furedi, *Culture of Fear Revisited...*, p. x

by parents, relatives, friends, and, increasingly, the mass media⁵. That is why the stories told by the media and media narratives about traumatic events have become the focus of my studies devoted to the media coverage of fear-inducing events that for centuries have caused anxiety.

In the Christian culture, the catalogue of fears has been preserved in *Litaniae Sanctorum*, The Litany of the Saints, one of the oldest prayers, recorded in the 4th century, that is a historical source of information about what people feared most when they asked The Lord to deliver them from sudden and unexpected death in storms, earthquakes, diseases, famine and war: *A subitanea et improvisa morte, libera nos, Domine (...). A fulgure et tempestate, libera nos, Domine. A flagello terraemotus, libera nos, Domine. A peste, fame et bello, libera nos, Domine*. The pleading call from the Litany is repeated in the supplication of Trisagion Hymn: 'From pestilence, famine, fire, and war, O Lord, deliver us! From sudden and unexpected death'. The words of this prayer set the most important categories in my analyses of media narratives about diseases, disasters, armed conflicts, catastrophes - many of them can lead to famine, which is culturally known as one of the Four Horsemen of the Apocalypse, next to pestilence, war and death. Frank Furedi noted, 'Today we don't just have Four Horsemen of the Apocalypse, but a cavalry regiment of doom-mongers'⁶. The biblical metaphor of Four Horsemen of the Apocalypse and the words of the prayer allowed for the designation of the main research areas⁷ and the arrangement of the problems into categories representing the reasons of sudden and unexpected death covered by the media and journalists who reported on catastrophes, violence, armed conflicts or infectious diseases.

Media coverage of disasters, crimes, epidemics and wars shape the audience's ideas about the most traumatic events that can happen to anyone. In the latest edition of the Diagnostic and Statistical Manual of Mental Disorders *DSM-V*, American Psychiatric Association expanded criteria for Post-Traumatic Stress Disorder (PTSD) that can occur in people who have experienced or witnessed a traumatic event, which is defined along these lines: 'The person was exposed to death, threatened death, actual or threatened serious injury, (...) as follows: (one required) 1. Direct exposure. 2. Witnessing, in person. 3. Indirectly, by learning that a close relative or close friend was exposed to trauma. If the event involved actual or threatened death, it must have been violent or accidental. 4. Repeated or extreme indirect exposure to aversive details of the event(s), usually in the course of professional duties (...)'⁸. Journalists reporting on traumatic events: fires, murders, attacks, catastrophes, are directly exposed to 'aversive details of the event(s), usually in the course of professional duties' and that repeated exposure means that, unfortunately, they can meet the diagnostic criteria of PTSD. Their testimonies and problems became the focus of my monograph [2]⁹ which made the series of my publications whole and complete.

My book entitled *Trauma of Journalists. Journalism of Trauma* [2] 'constitutes a new research field in Polish media studies', as Prof. Walery Pisarek pointed out in his review of my monograph which discussed the traumatic stress of reporters and the way they interview trauma survivors. The testimonies of journalists and photojournalists who covered atrocities in their neighbourhood and abroad, as well as the accounts of war correspondents and editors who work with gruesome eyewitness media on daily basis and also suffer from PTSD, allowed me to show the traumatic events from the perspective of those who report on them. Raising awareness of trauma in news coverage is also one of the aims of international and interdisciplinary research & education project called *Dziennikarstwo traumy. Trauma dziennikarzy / Journalism of Trauma. Trauma of Journalists* which I initiated in 2017.

⁵ D. Altheide, *Creating Fear. News and the Construction of Crisis*, Aldine de Gruyter, New York 2002, p. 6.

⁶ F. Furedi, *Culture of Fear Revisited...*, p. xii.

⁷ For more on the idea and categories I followed, see S. D. Moeller, *Compassion Fatigue: How the Media Sell Disease, Famine, War and Death*, Routledge, New York, London 1999.

⁸ Cited in M. Hodalska, *Trauma dziennikarzy. Dziennikarstwo traumy*, IDMiKS UJ, Kraków 2017, p. 28.

⁹ Numbers [1-16] refer to the publications included in academic achievement, listed in point 4b. Further numbers refer to other scientific achievements, listed in point 5.

The monograph [2] is the first result of the project and the initial publication in the series of scientific works that, in years to come, will present the outcomes of interdisciplinary research carried out by media studies researchers and experts in the field of trauma who will gather, for the 1st time under the aegis of the project, in June 2018 at the international seminar (leading to a series of annual conferences) to prepare the research. The aim of this interdisciplinary research & education project called *Journalism of Trauma. Trauma of Journalists*, which I have been developing since 2017 at the Institute of Journalism, Media and Social Communication at the Jagiellonian University, with the substantive support from the Dart Center for Journalism and Trauma (Columbia University Graduate School of Journalism), is to bring together media studies and psychotraumatology experts along with professional reporters to create a theoretical and practical base for training reporters and students of journalism in the field of trauma (interviewing trauma survivors and witnesses of traumatic events) and to develop a new and pioneering education course devoted to journalism of trauma, trauma recovery and resilience. The new course will be introduced in the academic year of 2018/2019 and will cover modules such as *Psychology of Trauma* and *Interviews with Trauma Survivors*, prepared by professional reporters and experts in the field of traumatic stress. The Department of Psychotherapy at Collegium Medicum UJ has become an official partner of the project developed under honorary patronage of the Polish Society for Traumatic Stress Studies (PTBST). The creation of this innovative course on trauma and new educational modules will be financed by the National Centre for Research and Development (NCBiR) within the framework of the PO WER program, funded by European Social Fund, as a part of a larger project aimed at developing the Jagiellonian University [grant number: POWR.03.05.00-00-Z309/17-00]. These are just selected examples of the effective implementation of the results of my research.

The creation of a new research area in Polish media studies, and at the same time essential contribution to the opening of a new field of research in Polish psychotraumatology (which lacked so far the studies on traumatic stress of journalists) was inspired by my own professional experience as a freelance reporter of Polish Press Agency (in 2001-20005) and American television Fox News (see point 3.1), but most of all it was the result of many years of research, the outcomes of which I presented in the publications (listed in point 4b) that constitute my academic achievement.

The analyses of media coverage of traumatic events in Poland and around the world [1] [2] [3] [4] [6] [7] [8] [9] [11] [13] [14] [15] and the manner in which the recipients of media narratives responded to them [5] [10] [12] [16], were conducted in the years 2010 to 2018 within the scope of 14 different research projects, aimed to discover important aspects of the culture of fear and trauma in the media.

Research areas, projects, time frames [publications]

Trauma	Culture of Fear in the Media: Disasters, Crimes, Epidemics, Wars								
Sudden death	2010	2011	2012	2013	2014	2015	2016	2017	
	Plane Crash [7][15]								
Sudden death	Disaster Marathons [13]				Cyberbullying Victims [11]				
	Culture of Fear in Tabloid Press [14]								
Sudden death - Crime			Family Drama – Crime [12]				Crime Scenes, Horror Places and Selfie Takers [5] [16]		
			Crime Stories in the Media [4]						
			Trauma of Crime Reporters [2]			Editors' Trauma [2]			
Epidemic Disease			Media Coverage of Epidemics [3][6]						
					Ebola in the Media [10]				
War	Trauma of war reporters [2][8][9]					Media Coverage of Refugees [in press]			
Disaster						Media Coverage of Natural Disasters [1]			
Projects	Fears and Anxieties in the 21st Century / Journalism of Trauma. Trauma of Journalists								

My research on the media coverage of traumatic events began in 2004 when I was writing my first MA thesis under the supervision of prof. dr hab. Walery Pisarek. Preparing my master's thesis in journalism (I graduated both journalism and cultural studies, obtaining two MAs at the Jagiellonian University), I was analysing the letters sent to the National Broadcasting Council in Poland (KRRiT) by the TV viewers who complained about the way that journalists had reported on sudden deaths, among other things. The problems of media coverage of unexpected death was one of many examples discussed in my MA, the modified version of which was published in „Zeszyty Prasoznawcze” in 2004 [45]. Twelve years later I wrote an article in English, entitled: *20 Years of Complaints: National Broadcasting Council and the Polish Audience's Feelings* [48], which discussed, among other things, what had changed in that respect over the last two decades.

In 2005 I graduated cultural studies. My second master's thesis, written under the supervision of prof. dr hab. Zdzisław Mach, was devoted to war correspondents and trauma associated with journalistic reports from conflict zones. My thesis was published by the Jagiellonian University Press as a book entitled *War Correspondent. The Sacrificer and the Victim in the Contemporary World* in 2006 (WUJ, Kraków 2006) [18], and my interests in media coverage of war have developed in years, resulting in:

1. the aforementioned book [18] published before my doctorate;
2. publications in Polish [8] and English [9] [33];
3. international research project *Dziennikarstwo traumy. Trauma dziennikarzy / Journalism of Trauma, Trauma of Journalists* and
4. monograph entitled *Trauma of Journalists. Journalism of Trauma* [2] which initiates a series of publications on traumatic stress of reporters who cover dramatic events.

The linguistic image of death was an important part of the doctoral dissertation entitled *The Role of Linguistic Means in Myth-making as Exemplified by the Press Coverage of the Death of John Paul II*, written under the supervision of prof. dr hab. Walery Pisarek (reviewed by father dr hab. Wiesław Przyczyna i dr hab. Katarzyna Skowronek) and defended in 2009 at the Institute of the Polish Language at the Polish Academy of Sciences (IJP PAN) in Kraków.

I. Media Coverage of Sudden and Unexpected Death

Sudden and unexpected death marked the beginning of a new chapter in my research on media narratives. In March 2010 Jagiellonian University Press published my book entitled *The Death of the Pope, the Birth of a Myth* in which I explored the myth-making role of media narratives filled with poetic comparisons, biblical metaphors, euphemistic periphrases etc. The same words, identical phrases, similar metaphors were used in the media coverage of a plane crash in Smolensk in April 2010. In the article titled *They Returned to the Father's Home: Media Mourning Motives in Press Publications in 2005 and 2010* published in „Zeszyty Prasoznawcze” [15] I discussed the most important motives of media discourse, which was dominated by funeral rhetoric in the days of mourning after the loss of John Paul II in 2005 and after the death of president Lech Kaczyński and the members of his delegation who died in the plane crash in Smoleńsk in 2010. The comparative analysis of the most important Polish dailies (*Gazeta Wyborcza*, *Rzeczpospolita*, *Dziennik Polski*, *Gazeta Krakowska*, *Fakt*) and weeklies (*Polityka*, *Wprost*, *Newsweek*, *Tygodnik Powszechny*, *Przekrój*) published at the beginning of April 2005 and five years later allowed to reconstruct the scheme and patterns in the media narrative about the 'death of our noble sons'. The death of the president and every member of his delegation on April 10th, 2010 was so unexpected that reporters were frantically looking for words that could describe the dramatic nature of the situation. Finding the words to describe the way people experienced loss and grief was challenging. Reporters reached for a set of patriotic and religious motives, established during

the 'papal week', after the death of John Paul II. The media narrative about 'the death of the best of us', was built with superlatives, hyperboles, and was largely based on biblical metaphors, poetic epithets and comparisons. Verbal and visual means, proved effective after the death of the Pope, in other tragic or painful situations fulfil a doubly persuasive role.

In a paper delivered at the international conference on *Death in the Media*, I presented the ways in which journalists tried to come to terms with the sudden death of the president and his delegation through using poetic metaphors known from the texts published after the death of John Paul II. The results of the linguistic analysis are presented in a chapter [7] printed in a collection entitled *Media on Death*. A comparative analysis of the content of Polish dailies and weeklies published in April of 2005 and 2010, led to the identification of a set of metaphors and euphemisms which had been most significant in the press coverage in which poetic images were to alleviate the horror of such a sudden and unexpected death.

Library research in 2010-2011 while I was studying the media coverage of aviation accidents and disasters, inspired me to start a new project devoted to disaster marathons, described by professor Tamar Liebes. The term *disaster marathons* has been used in English literature in the field of media studies. In Poland professor Tomasz Goban-Klas¹⁰, among others, wrote about the term 'catastrophic marathons' which was referred to as the translation to the term mentioned above. However at the time of my research there was no theoretical study of this particular television genre created in response to traumatic events. In the article entitled *Media Events and Disaster Marathons: How Trauma and Terror Influence Communication Theory* [13] published in „Zeszyty Prasoznawcze” I discussed the evolution of the concept of media events and the influence of traumatic events that made *the live broadcasting of History*¹¹ to give way to live reporting on disasters, terrorist attacks and armed conflicts.

My interest in media coverage of traumatic events is what led me to Oxford, where I presented the outcomes of my research during the annual conferences on *Fear, Horror and Terror* in 2012 and 2013. In the autumn of 2013 I started my own initiative - an international research project called *Fears and Anxieties in the 21st Century* based in Oxford, where I co-organised 3 global conferences at Mansfield College (project description in point 4d) in 2014, in 2015, in 2016, as one of the leaders of the above-mentioned interdisciplinary research project.

In the years 2012-13, I carried out an individual research project devoted to the culture of fear in the Polish tabloid press. In the article published in „Zeszyty Prasoznawcze” [14] I outlined the results of the qualitative analysis of two Polish tabloids: *Super Express* and *Fakt*. The content analysis allowed me to determine the most important visual and verbal means used in the discourse and to compare the tabloid representation of hazards with the results of The Homo Homini Institute survey from 2013. This survey showed what Polish people feared most. That comparison provided answers to the main research question: What is it that scares Poles most and what are the things that the tabloids construct as a threat? It turns out that in the tabloid press the most terrifying is the most prosaic and quotidian issue related to health and money. The fear of poverty, illness, loneliness in old age is much stronger than the fear of intolerance or crisis. The sources of anxieties, declared by the survey respondents, only to a certain extent are reflected in tabloids that describe the problems that their readers relate to and know from everyday experience. The Culture of Fear in the tabloid press is reinforced using verbal and nonverbal means. Fear may be induced by: the word choices; the construction of texts building the tension; the selection of topics displaying conflicts and threats; flashy headlines in a monstrous red or yellow font; articles presenting sensationalised or dramatized events; properly displayed photographs. The culture of fear in the Polish tabloids use very bright colours, but also very prosaic dimensions. The

¹⁰ T. Goban-Klas, *Media i terroryści. Czy zastraszą nas na śmierć?*, Wydawnictwo UJ, Kraków 2009, p. 117.

¹¹ D. Dayan, E. Katz, *Media Events. The Live Broadcasting of History*, Harvard University Press, London 1992.

outcomes of my research on the tabloid press were also presented in a paper I delivered during the Third Congress of Polish Communication Association (PTKS) in Krakow in 2013.

My research interests in tabloid content covered the period when both the tabloid and opinion mainstream media, in the same sensational way, reported the sudden death of "little Maddie" - a six-month-old girl who was murdered by her mother¹². The role of journalists in reporting a family drama was discussed in my paper entitled *Marketing of Horror: Media Coverage of a Family Drama* which I delivered at the interdisciplinary conference on *Fear, Horror and Terror* at Mansfield College, University of Oxford in 2012. The case study I focused on showed that horror which led to increased consumption of the news about the unfolding drama was fuelled by the emotions of the readers and the viewers, who passionately expressed their opinions online. Their comments, juxtaposed with the result of the content analysis of press reports and special editions of television programs, demonstrated how easily the sentiments of a crowd of anonymous Internet users can shift from a feeling of love to a feeling of hatred. The content analysis was sampled from the day of reported baby abduction to the day of the baby's funeral. This content was not only limited to print media, but also included video and audio materials available on television and radio stations websites (TVP Info, TVN 24, RMF FM). This study was in line with Erving Goffman's framing theory. The cultural analysis of the media frames used in the Maddie abduction coverage became an essential part in the discourse analysis. In the media frame of a "love story", the mother was presented as a despairing Niobe grieving over the loss of her child. In the media frame of a "crime story", she was presented as a cruel Medea that was capable of such a vindictive crime. The changing of media frames was followed by the violent shift of sentiments of the viewers and the readers who felt cheated when the media frames changed. This dynamic is described in grave detail in my chapter entitled *Family Drama and Its Frightful Media Frames* [12], published in a collective monograph entitled *Frightful Witnessing: The Rhetoric and (Re)Presentation of Fear, Horror and Terror* [23] co-edited by professor Beth A. Kattelman and myself and published in Oxford in 2014.

The media coverage of the death of little Maddie led to reflections on the way that journalists report crimes. I was interested in two aspects of this problem: the trauma of local reporters covering murders and acts of violence in their area (the issues discussed in detail in my monograph [2] on journalism and trauma) and the mistakes made by reporters who write and broadcast crime stories.

At the 2014 conference in Krakow, devoted to Communication on Safety and hosted by the Institute of Journalism, Media and Social Communication UJ, and later on, in a chapter entitled *To Make a Dreadful Crime More Dreadful: Investigation Materials in Media Coverage of Crime Stories* [4], published in a monograph titled *Safety Communication. Media Representations of Hazards* [24] (co-edited by myself and members of my research team) I described the controversial press and video materials that the readers and the viewers complained about in their letters to the National Broadcasting Council (KRRiT) and the Council for Media Ethics (REM). The key takeaway from the chapter was the use of graphic images in media coverage of dramatic accidents, crimes and catastrophes. For example, the dreadful pictures that were taken by police officers and materials from the ongoing investigation illustrate the reporters' accounts and according to broadcasters make the coverage more accurate, but serve no other purpose than for pure sensation. Dramatic and bloody images challenge the sensitivity of the viewers and contribute to the culture of fear and the overwhelming feeling of anxiety, expressed far too often in the letters of complaint addressed to the National Broadcasting Council and the Council for Media Ethics.

¹² In January 2012, Maddie's mother claimed that she was assaulted by a hooded man who kidnapped her baby daughter. This was the first act of a family drama that led to a media frenzy. 'Maddie's case' held the attention of the audience for months, ensuring bigger circulation and higher ratings.

In 2015, sudden and unexpected deaths of teenagers became the focus of my research when media outlets across the world released information about the increasing number of suicides committed by young victims of cyberbullying. This was also the year that I suggested expanding the interdisciplinary research project *Fears and Anxieties in the 21st Century* (I initiated and co-led in Oxford in 2013-2016) by creating a new research stream, titled *Cyber Security and Internet Safety*. The same title was given to the first international interdisciplinary conference I co-organized in May 2016 in Prague, where I delivered a paper entitled *Cyberbullying, Fear and Silence: From Bystanders to Cyber-Samaritans* [11]. The extended version of the paper was included in a collective monograph, entitled *Perils of the Web: Cyber Security and Internet Safety Nowadays* (Oxford 2016) that I co-edited [22]. As the initiator of a new research stream, which resulted in the collective monograph in English, I also co-authored a comprehensive introduction to this interdisciplinary volume – in the chapter entitled *Perils of the Web: Online Threats and Offline Fears* [36] I described contemporary threats related to the use of the Internet. Cyber security and Internet safety issues were also the focus of a paper entitled *Deleting u: Cyberbullying, Sexting and an Overview of Contemporary Cyber-Threats* which I delivered at the international conference on *Culture of Safety* in Koszalin in 2015. Other aspects of the culture of fear and trauma in the new media have been the subject of research, the outcomes of which I presented in English-language articles ([16] [46, in press]) in „Zeszyty Prasoznawcze”.

II. Media Coverage of Epidemics

For centuries people have feared the plague, dreaded the outbreak of some mysterious disease and pandemic that spreads uncontrollably¹³. Pestilence is one of the Four Horsemen of the Apocalypse. Media coverage of epidemic diseases became the focus of my research in 2013. Three individual research projects resulted in two publications in English [10] [30, in press] and three publications in Polish [3] [6] [40, in press]. I presented the outcomes of my research at the international conferences in Poland and the United Kingdom, namely: *Health Communication* conference in Krakow in January 2014, *Media-Knowledge-Journalists* conference in Krakow in June 2014 and *Fears and Anxieties in the 21st Century. Second Global Conference*, which I co-organized in Oxford in July 2015.

Included in the collective monograph entitled *Communication in Health Care: Interpersonal, Organizational and Mediated*, edited by prof. Tomasz Goban-Klas, is my chapter entitled *Pandemics in the Culture of Fear* [6]. Throughout this chapter, I discuss the factors (such as the severity of the disease symptoms, the number of the sick and the mortality rate¹⁴) that influence the media's coverage of epidemics that are leading headlines when viruses spread uncontrollably and pose a global threat to the people of the same demographic profile as the media recipients. Medical horror stories are dependent on the type of sources that journalists use as reliable information sources. This includes quotes from experts and statements that induce fear because too often they are accompanied by dreadful and alarming images. The narrative of an outbreak is normally illustrated with photos of the viruses and their carriers, hard science images, photographs of doctors in protective gear, photos of the victims of the epidemic and their funerals. Visual and verbal means in media narratives are extremely persuasive and contribute to the culture of fear by extreme descriptions of gruesome symptoms of the disease, heart-breaking human stories providing a personal dimension of the epidemic; highly expressive language; the use of metaphors rooted in the collective memory of the plague, which is the reminiscent of the darkest scenarios – these are the most important elements of the rhetoric of fear, the characteristics of which I discussed in peer-reviewed article entitled *Doomsday is Coming! The Rhetoric of Fear in Polish Press Coverage of Avian and Swine Flu* [40, in press]. This paper, which is due to be

¹³ See, L. Garret, *The Coming Plague*, New York 1995.

¹⁴ For more, see S. D. Moeller, *Compassion Fatigue: How the Media Sell Disease, Famine, War and Death*, Routledge, New York, London 1999.

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published in 2018, presents the results of the comparative analysis of press coverage of the avian flu and swine flu epidemics in 2006-2010. The content analysis of the publications in Polish dailies and opinion weeklies revealed the most important features of the rhetoric of fear which dominated media reports in restless times of health crises when the public was seeking reliable information. Instead, the public received a barrage of sensational metaphors, gruesome epithets and horrifying comparisons. Discourse analysis allowed to distinguish persuasive lexical and syntactic means used to create the narrative of a medical thriller, which begins with dark speculations introduced by *what if* to conclude with doomsday scenarios, often heralded by the conjunctions *but* and *however*. Presumptions make it possible to write about the threat posed by a virus mutation which has not yet been in existence but is framed as it's 'just a matter of time'. Anxiety is fuelled by the ambivalence of messages in press reports in which one sentence contradicts the next. As the rhetoric of fear is introduced by dramatic headlines, the composition of texts is equally important, followed by leads filled with military metaphors and comparisons to most deadly plagues. Certain texts built around dark speculations, which often replace facts, are concluded with apocalyptic warnings. Metaphors (sports metaphors, military and animal metaphors) allow the reporters to describe the nature of viruses.

The above-mentioned elements of discourse I demonstrated in a chapter entitled *Epidemics, Microbes and Scientists. Virology in the Polish Press* [3], published in a collective monograph on *Science Communication* (Krakow 2016) [25], which I co-edited. The chapter presents the results of the content analysis of press coverage of avian flu and swine flu epidemics in 2006-2010. The study of press reports and popular-science articles within the context of agenda setting theory, framing theory, uses and gratifications theory, revealed the most important features of the media's rhetoric of fear, reinforced by hard science content, media frames of scientific content, the linguistic image of flu viruses and scientists portrayed as virus hunters. The comparative analyses of press publications in Polish dailies and opinion weeklies led to the identification of the most important features of the linguistic image of H5N1 and H1N1 viruses. Metaphors can be used as a great tool to help with providing knowledge about microbes, which in press publications are endowed with certain human qualities. The acknowledgment of human motivations and behaviours to viruses and bacteria is an important feature of outbreak narrative's in media outlets around the world. In times of health crisis media coverage of disease is similar to the one from a war zone and reports from a frontline.

In the case of flu epidemics, the media narratives were dominated by the rhetoric of fear, in which *but* and *however* were the most important conjunctions that allowed to replace facts with speculations. In the case of the Ebola epidemic in 2014 the same conjunctions introduced the ambivalence of calming-alarming messages which induced fear. *What if* conjunction in the BBC coverage of Ebola is just one of many examples of the introduction of the darkest scenarios to the narrative about the outbreak. It was portrayed as a mysterious disease that kills "other" people, distant strangers on the other side of the planet, but at any time the lethal virus could jump continents and land in our country. This brief summary of the results of discourse analyses in European media covering Ebola outbreak in 2014 I turned into a title of a chapter: *Ebola Virus Kills the Other, but Anytime It May Land Here: Media Coverage of an African Plague* [10]. This was published in a collective monograph entitled *There's More to Fear than Fear Itself: Fears and Anxieties in the 21st Century* (Oxford 2016). The volume was one of the outcomes of the second global conference on *Fears and Anxieties in the 21st Century* which I co-organised in 2015 at Mansfield College, Oxford, as one of the leaders of a global research project *Fears and Anxieties in the 21st Century* (the description of which can be found in point 4d) that I initiated and co-run in 2013-2016. Within the scope of this project in 2014-2016 I started my individual research project devoted to the media coverage of Ebola.

My study [10] demonstrated the results of discourse analysis of media reports, combined with the results of group interviews with people living in different European countries (England, Spain, France,

Holland, Belgium, Germany, Poland, Hungary, Bulgaria, Romania, Turkey) I conducted to show how the recipients of alarming messages responded to the media coverage of a newly emerging disease and how they perceived the risk. Research material included European broadsheets, tabloids and weeklies indicated by my interviewees as their main source of information about Ebola. I examined *othering* as a tool used by the media and demonstrated how *otherness* works as a defence strategy helping to redirect the threat and thus allay the fears aroused by graphic stories. My interviewees knew that Ebola was highly contagious, spread fast and had killed thousands already, but when they were confronted with a question 'Are You at risk?' they responded: 'No', and even: 'No way!'. The interviewees did recognize the threat, but simultaneously they expressed little sense of direct, personal risk or fear¹⁵.

At the time of health crisis, when the newly emerging disease posed a real threat, because it had the potential to develop on a global scale, and media informed about the risk, the media recipients exposed to the coverage, similar in tone and content in many different languages and countries, associated the risk with 'the Other' and in this manner distanced themselves from the threat the media made very real in alarmist reports. My interviewees believed that Ebola would remain "the Other's disease", affecting someone who lived in a remote village in Africa, *jungle people*. That latter phrase, used by one of my interviewees, I used in the title of my study on social representations of Ebola, as this is the quintessence of a defence mechanism known as *othering* described in detail in my chapter *Jungle People and Ebola: Social Representations and Media Coverage of African Plague* [30], included in a collective monograph entitled *Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World* [20] co-edited by myself and prof. dr hab. Catalin Ghita and due to be published in 2018 by the Brill Academic Publishers in Leiden.

Othering was a defence strategy not only in the case of Ebola and media audience's response to alarming messages. That same strategy was applied when media recipients wanted to deny their vulnerability in the face of natural disasters I discussed in my latest monograph [1].

III. Media Coverage of Natural Disasters

Fear of the destructive power of nature is recorded in the oldest historical sources (*a fulgure et tempestate, a flagello terraemotus*). Natural disasters reported by journalists have been the focus of my research since 2015, and the results of comparative analyses of media narratives about volcanic eruptions, earthquakes which sometimes cause tsunami waves, bushfires, hurricanes, typhoons and floods on several continents, I presented in the monograph entitled *Catastrophes in the Media: Media Coverage of Natural Disasters* [1]. Reports from disaster stricken areas translate into action, and media coverage of traumatic events can not only win an audience, but inspire help that trauma survivors so desperately need. That is why the construction of the news is so important. In the book I described the words and images in press, television, radio and Internet reports on natural disasters. Focusing on media narratives I showed their evolution, structure, rhetoric, motives and patterns found in foreign and Polish media reporting on catastrophes in their area, in neighbouring country or in a distant land. The monograph consists of two parts and ten chapters. In the first part of the book, entitled *Forces of Nature in the Media*, I demonstrated how Earth, Fire, Wind and Water (each described in a separate chapter) became the protagonists of media narratives. In the first chapter, I examined the 'orphaned' disasters and the media calculus of death in which laws of mathematics do not count, and cultural proximity is more important than geographical vicinity. In the second part of the book, *Disaster Journalism*, I discuss the role of the media coverage before, during and after the disaster; the reaction of the audience; emotional discourses which determine the dynamics of media narratives and their main motives. In the last chapter, I show how persuasively effective the stories about animals are, and how animals become allegories of the most important values reminded by the forces of nature.

¹⁵ My study was inspired by prof. Hélène Joffe and her book *Risk and 'the other'*, Cambridge 1999.

IV. Media Coverage of Wars

Since 2005 I have continued research on war correspondence, studying the lives of reporters who came back from conflict zones. As the author of a book on war reporters (my most frequently cited work) [18] I was invited as one of the keynote speakers of the opening panel at the national conference *War Correspondence: Past and Present*, organized in 2010 in Krakow and hosted by the Institute of Journalism, Media and Social Communication UJ. While at this conference, I delivered a speech about the problems related to media coverage of traumatic events during armed conflicts and the emotional costs of war reporting. The paper titled *Ethical Issues in the Work of War Correspondents* [8] was published in a collective monograph entitled *War correspondent. Ethics – History – Contemporary Problems* (edited by Kazimierz Wolny-Zmorzyński, Jerzy Snopek, Wojciech Furman and Katarzyna Bernat). The psychological hazards of covering armed conflicts I described in my monograph [2] devoted to journalism of trauma and trauma of journalists.

I continued my research in that field, under the scope of an individual research project called *The Price that the Storytellers Pay* which I developed in 2010-2013. In a paper I delivered in English at the 7th international and interdisciplinary conference entitled *Fear, Horror and Terror. At the Interface*, organised in Oxford in 2013, I presented the results of case studies which demonstrated different problems and levels of risks that were taken by war reporters in conflict zones around the world. An extended version of that dissertation, entitled *'Passengers in Charon's Boat': Reporters Covering Real-life Horror, Fear and Terror* [9] was published in Oxford in a collective monograph entitled *Framing Fear, Horror and Terror through the Visible and the Invisible*. The chapter about war reporters tells the story about professional storytellers, their lives devoted to bearing witness to the horrors of this world, their more-or-less heroic deaths and their struggle to deal with fear and qualms. I wrote about individuals who had paid the highest price for the stories they covered. I wrote about individuals who never returned home from a war zone. My latest book on trauma in journalism [2] is partly devoted to war reporters suffering from PTSD due to trauma-related problems, which has remained the focus of my research for many years.

The war in Syria covered by the media, which reported not only the armed conflict but also the recent refugee crisis in Europe, inspired me to analyse the media images of immigrants and emotional response of the Internet users who created their own narratives (alternative to those prevalent in traditional mainstream media - described in detail in the chapter that I co-authored entitled *Visual Metaphors of Dismay: Representations of Migrants in Recent Culture and Mass Media*, which is due to be published in 2018 in a volume titled *Racism and Trauma* [31, interdisciplinary study in press]).

The trauma of refugees and the fear of European citizens who were afraid of migrants became the focus of many panel discussions during the sessions at the 3rd *Global Conference on Fears and Anxieties in the 21st Century* that I co-organized in Oxford in September 2016. The third edition of this interdisciplinary conference was subtitled *Testimony, Memory, Trauma*.

A peer-reviewed article entitled *#Humanity Washed Ashore: Visual Metaphors and Emotions in Social Media* [46] is the extended version of a paper entitled *#Humanity Washed Ashore: Social Media Users' Reaction to Europe's Refugee Crisis* (which I delivered in Oxford in 2016) and is due to be published in 2018 in „Zeszyty Prasoznawcze”. The article examines emotional response of Internet users to the media coverage of the trauma of war and press photos of Alan Kurdi, a 3-year-old refugee whose body was found on a Turkish beach. Photos of the drowned toddler sparked a lot of controversy and emotions, later imitated into cartoons and drawings created by Internet users who cut Alan's body out of the photo and pasted it into different contexts. Internet users created their own stories about the fate of the little refugee boy. The analysis of various graphic transformations of press photos has shown how media recipients express their sadness, helplessness, anger and compassion. Compassion 2.0 manifested in social media in response to the media's coverage of traumatic events was the focus of the

research the outcomes of which I demonstrated in a paper presented at the international conference *Participatory Culture and the Future of Democracy*. In the article entitled *Compassion 2.0: How Internet Users Share "Virtual Care"?* [47, in press] I describe *compassion 2.0* which is one of many examples of the audience's emotional response to traumatic events reported by journalists.

Another controversial way in which media consumers respond to the media's coverage of accidents or disasters, is made visible in pictures posted on social networking sites. Social media users publish their self-portraits that are taken at the sites of traumatic events with the horror in the background. *Tourists of Horror in Places of Remembrance: The Role of the Media in Promotion of Disaster and Trauma Sites* [5] is the title of my interdisciplinary study in which I consider the macabre selfies from a joint perspective of both media and cultural studies. Trauma that is covered in the media becomes an attractive background for the ultimate selfies taken at horror sites during disaster marathons, reported live. Digital narcissism and the role of media in the rise of the selfie generation became the focus of the research the results of which I presented in a paper entitled *Smiling Holocaust Selfies*, delivered at the international conference *Holocaust and the Contemporary World*, after which professor Jonathan Webber asked me to become a co-founder of The European Association for Holocaust Studies. Since 2015, I have been a founding-member of EAHS, an international association of Holocaust researchers and experts.

In 2017, I published a peer-reviewed article in „Zeszyty Prasoznawcze”, entitled *Selfies at Horror Sites: Dark Tourism, Ghoulis Souvenirs and Digital Narcissism* [16], in which I discussed the cultural phenomenon of macabre selfies in the light of dark tourism and digital narcissism. The interdisciplinary study is rooted in photography research, cultural and memory studies and digital media research. It examines the relationships of dark tourism and the media, kitschy souvenirs and digital memorialization of traumatic events.

The projects I initiated, and developed throughout years, required interdisciplinary approach and diversified research methods applied in media studies, cultural studies and linguistics. Academic studies and degrees in both journalism and cultural studies, followed by a doctorate in linguistics, allowed me to choose the necessary tools each time and to employ diverse concepts, drawing from methodological richness of three disciplines. Comparative analyses of media content were enriched by linguistic analyses, discourse analyses, and critical literature analyses. Throughout the case studies presented in my publications various tools and methods applied in media studies, cultural studies and language studies were utilized.

4. d/ Leading International Research Projects

The international, interdisciplinary research projects that I created, initiated and coordinated have been inspired by the Culture of Fear (projects: *EuroFears*, *Fears and Anxieties in the 21st Century*, Oxford) and trauma in the media (*Dziennikarstwo traumy. Trauma-dziennikarzy / Journalism of Trauma. Trauma of Journalists*, Kraków).

New possibilities in my research on media coverage of traumatic events were created in 2012 when I went to Oxford for the first time to participate in the 6th global conference on *Fear, Horror and Terror*, during which I presented a paper on the marketing of horror in the media (the modified version of the paper was published in a collective volume titled *At the Nexus of Fear, Horror and Terror. Contemporary Readings* [39]). After the conference Professor Beth A. Kattelman, from the Ohio State University, invited me to become a co-editor of the interdisciplinary dialogic volume titled *Frightful Witnessing: The Rhetoric and (Re)Presentation of Fear, Horror and Terror* [23], which is a collective monograph devoted to the rhetoric of fear and various representations of horror in contemporary culture. The book published in 2014, by the Inter-Disciplinary Press in Oxford, included my aforementioned chapter on the changing media frames of the family drama [12].

Long-term cooperation with academics whom I met in Oxford – researchers from a wide range of disciplines who studied fear – resulted in two large international research projects I initiated and co-led and 22 publications in English (co-edited volumes, chapters in books and articles in peer-reviewed academic journals) about fear and trauma. I have included five of those scientific articles in the series of publications that constitute my academic achievement [9] [10] [11] [12] [16]. These papers present media studies concerning traditional and new media (four other articles and chapters are in print: [30] [31] [46] [47]) while other English-language papers present the outcomes of research in the field of cultural studies or linguistics. I would like to emphasise, however, that all the English-language monographs that I have co-edited [20] [21] [22] [23], peer-reviewed articles or chapters in English I authored or co-authored, are devoted to various aspects of the culture of fear.

EuroFears Project and ERC Synergy Grant application

EuroFears project I initiated after returning from Oxford in 2012 became the basis of the ERC Synergy Grant application that I co-authored with professor Catalin Ghita, a literary scholar from the University of Craiova, Romania. The title of the proposal we submitted to the European Research Council in January of 2013, was *What Is It that Still Scares Us after Marx's Ghost Has Vanished? Mapping Fears in Post-Communist Central and Eastern Europe*. Despite the lack of EU funds, we continued interdisciplinary research that formed the basis of a new global project called *Fears and Anxieties in the 21st Century*, which we launched in winter 2013. The project I initiated and co-run with prof. Catalin Ghita resulted in 4 international conferences, held in Oxford (3) and in Prague (1), that attracted a total of 54 delegates from 26 countries and 6 continents (Europe, Australia, Africa, Asia, North America and South America) who presented the outcomes of their research on fears and anxieties, threats, risks and traumas, investigated and discussed from various perspectives.

Fears and Anxieties in the 21st Century, Oxford

As the initiator and one of the leaders of an Oxford-based international, interdisciplinary, multicultural research project entitled *Fears and Anxieties in the 21st Century*, developed under the auspices of Inter-Disciplinary.Net in Oxford, in the years 2014 to 2016 I co-organized annual conferences hosted by Mansfield College, Oxford, which attracted scientists from 6 continents and over 20 disciplines. Professor Catalin Ghita, a literary scholar from the University of Craiova in Romania, was the co-author of the proposal which formed the basis of the new project that we co-run in Oxford.

The aim of the project was to analyze the anxieties and fears in the global village. Researchers from 26 countries: Austria, Australia, Brazil, Canada, Colombia, Czech Republic, England, France, Germany, Holland, Hungary, India, Indonesia, Ireland, Japan, Nigeria, New Zealand, Poland, Portugal, Romania, Russia, Scotland, Spain, Turkey, United States, Wales, gathered annually in Oxford to present their research and discuss problems which troubled their parts of our globe, crossing the boundaries between different disciplines and fields of research. Within the scope of the project contemporary fears and anxieties were explored from the perspective of media studies, sociology, psychology, history, literature, linguistics, culture studies, film studies, theatre studies, memory studies, anthropology, philosophy, theology, economy, law, political sciences, history, medicine and physics. Researchers from 6 continents (raising issues such as: persecution of minorities, terrorism, genocide, war, violence and their representations in literature, film, language, new and traditional media) talked about the threats and fears that different groups in distant parts of the world experience and only a portion of these issues gets attention in the limelight.

Presenting the research results and confronting the outcomes of research with ideas and opinions of scientists from so many different disciplines was a great challenge for every researcher, but the interdisciplinary dialogue introduced new dimensions into research conducted later within specific

disciplines. Well-established academics, as well as independent scholars and practitioners engaged in a fruitful dialogue that continued long after each conference ended, which resulted in several dialogic volumes published by Inter-Disciplinary Press in Oxford.

The conferences were very well received and regarded each as a particularly exciting academic endeavour. This is because those global conferences I co-organised with prof. C. Ghita were designed in a manner that facilitated the exchange of ideas and experiences that the delegates appreciated most.

A series of annual global conferences, Fears and Anxieties in the 21st Century, Oxford

In 2014-2016 I was one of organizing chairs of the *Fears and Anxieties Global Conferences*, hosted by prestigious Mansfield College, Oxford. The first edition, entitled *Fears and Anxieties in the 21st Century: The European Context*, held from the 29th to 31st of July 2014, reunited academic experts from American and European universities. The second global conference was also held in Oxford from the 15th to 17th of July 2015. In the spring of 2016, I co-organised an international conference, this time in Prague, entitled *Cyber Security and Internet Safety*, which resulted from a research stream that I initiated within the *Fears and Anxieties in the 21st Century* project. The third global conference on *Fears and Anxieties in the 21st Century: Fears and Anxieties in the 21st Century. Special Focus: Testimony, Trauma, Memory*, held from the 19th to 21st of September 2016, reunited in Oxford academic experts from America, Europe, Africa, Asia, Australia, discussing fears and anxieties in the light of cultural trauma and individual trauma.

Projects within the *Fears and Anxieties in the 21st Century* project

The *Fears and Anxieties in the 21st Century* project included: several global conferences; a series of English-language collective volumes published in Oxford; research streams devoted to specific areas of research. *Fears and Anxieties* project, developed over the years, became an umbrella project for three major research streams: 1. *Fears and Anxieties in the 21st Century*, 2. the *Cyber Security and Internet Safety* (research stream designed to focus on raising awareness of the dangers of cyberspace. International conference on *Cyber Security and Internet Safety* resulted in a collective monograph I co-edited. The ebook entitled *Perils of the Web: Cyber Security and Internet Safety Nowadays* [22] was published in Oxford in 2016) and 3. (in) *Security* project, led by professor Joseph H. Campos II from the University of Hawaii, Manoa, Honolulu - project developed within the frame of *Fears and Anxieties in the 21st Century* global project which I co-led with professor Catalin Ghita.

The Results of *Fears and Anxieties in the 21st Century* project

6 collective monographs in English

The results of the *Fears and Anxieties in the 21st Century* project include six collective monographs published in English (one is in press, one in editing) by Inter-Disciplinary Press in Oxford:

1. *Fear and Anxiety in the 21st Century: The European Context and Beyond*. Ebook edited by Catalin Ghita and Robert Beshara. Inter-Disciplinary Press, Oxford 2014, 164 pages.
2. *Strangers on Our Doorstep and Strangers in Our House. Inter-Disciplinary Approaches to Fears and Anxieties*. Edited by Magdalena Hodalska, Catalin Ghita and Izabela Dixon. Inter-Disciplinary Press, Oxford 2016, 174 pages [21].
3. *There's more to Fear than Fear Itself: Fears and Anxieties in the 21st Century*. Ebook edited by Izabela Dixon, Selina E. M. Doran and Bethan Michael. Inter-Disciplinary Press, Oxford 2016, 199 pages.

4. *Perils of the Web: Cyber Security and Internet Safety Nowadays*. Ebook edited by Magdalena Hodalska, Catalin Ghita and Jyotsna Bapat. Inter-Disciplinary Press, Oxford 2016, 98 pages [22].
5. *Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World*. Edited by M. Hodalska and Catalin Ghita, 2018 [20]. The volume is due to be published by the Brill Academic Publishers in Leiden.
6. *Wounds of our Time: Trauma and Anxiety in the 21st Century*. Brill Academic Publishers, Leiden – The editing has just started.

My cooperation with scientists from several continents has not only opened new research perspectives for me, but has taught me to manage a large multi-cultural and multilingual team of researchers working in several disciplines. The skills that I have gained from Oxford project, as well as my journalistic experience contributed to the creation of another international and interdisciplinary research and education project, which I initiated in 2017 and called *Journalism of Trauma. Trauma of Journalists*.

Journalism of Trauma. Trauma of Journalists research & education project, Kraków

The interdisciplinary and international research & education project called *Journalism of Trauma. Trauma of Journalists* is developed at the Institute of Journalism, Media and Social Communication, Jagiellonian University, where I initiated the work leading to the creation of new educational modules (at BA level): *Psychology of Trauma* and *Interviews with Trauma Survivors*, that will be introduced in the academic year of 2018/2019, financed by the National Centre for Research and Development (NCBiR) within the framework of the PO WER program, funded by European Social Fund [grant number: POWR.03.05.00-00-Z309/17-00]. The project is developed with the substantive support from the Dart Center for Journalism and Trauma (Columbia University Graduate School of Journalism). The Department of Psychotherapy at Collegium Medicum UJ has become an official partner of this interdisciplinary project developed under honorary patronage of the Polish Society for Traumatic Stress Studies (PTBST). The experts from those scientific societies and the European Society for Traumatic Stress Studies (ESTSS) will be meeting in June 2018 at the first international seminar hosted by the Institute of Journalism and Social Communication (IDMiKS) UJ. My monograph *Trauma of Journalists. Journalism of Trauma* [2] is the first result of the project, the outcomes of which will be published in a series of books and textbooks, and presented during global conferences on journalism and trauma.

5. Other scientific achievements

In addition to the publications included in the academic achievement section [described in point 4], I **authored 45 other scientific works** on various topics:

- two monographs - in the list below the items [17] and [18];
- one translation of an academic textbook [19];
- four co-edited collective volumes in English [20] [21] [22] [23];
- two collective volumes, co-edited in Polish [24] [25];
- four chapters in monographs in Polish [26] [27] [28] [29];
- ten chapters in monographs in English [30] [31] [32] [33] [34] [35] [36] [37] [38] [39];
- six articles in Polish [40] [41] [42] [43] [44] [45] in peer-reviewed academic journals, including publication in the journal [42] listed in ERIH database;
- three articles in English [46] [47] [48] in peer-reviewed academic journals;
- report from the 2nd Congress of the Polish Communication Association PTKS [49];
- twelve reviews of Polish and foreign books, published in the area of media science and communication (mainly in „Zeszyty Prasoznawcze”, Appendix 4, point III.P).

Monographs

17. Magdalena Hodalska, 2010, ***Śmierć Papieża, narodziny mitu [The Death of the Pope, the Birth of a Myth]***, Jagiellonian University Press, Kraków 2010, 225 pages (reviewer: Prof. dr hab. Walery Pisarek).
18. Magdalena Hodalska, 2006, ***Korespondent wojenny. Ofiarnik i ofiara we współczesnym świecie [War correspondent. The Sacrificer and the Victim in the Contemporary World]***, Jagiellonian University Press, Kraków 2006, 155 pages (reviewer: Prof. dr hab. Zdzisław Mach). Published before the defense of my Ph.D. dissertation.

Translation of an academic textbook

19. Magdalena Hodalska, 2007, ***Dziennikarstwo śledcze. Studium techniki***. Translation of David Spark's academic textbook entitled ***Investigative Reporting. A study in technique***, Jagiellonian University Press, Kraków 2007, 260 pages (reviewers: Prof. dr hab. Jacek Sobczak and Prof. dr hab. Jerzy Jastrzębski). Published before the defense of my Ph.D. dissertation.

Edited volumes in English

20. Magdalena Hodalska, Catalin Ghita (ed.), 2018, ***Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World***, Brill Academic Publishers, Leiden 2018, in press.

My contribution to this interdisciplinary volume – resulting from *Fears and Anxieties in the 21st Century Second Global Conference* which I co-organized in Oxford in 2015, as a co-leader and the initiator of a global research project *Fears and Anxieties in the 21st Century* that I co-run with prof. Catalin Ghita – included: designing the concept of this dialogic volume together with the authors of the chapters; creating the structure of this collection in collaboration with prof. C. Ghita and writing its detailed description in the introduction; writing a chapter titled *Jungle People and Ebola: Social Representations and Media Coverage of African Plague*; regular contact with the authors and the publisher; co-editing the chapters. I estimate my contribution to this publication at 50%.

21. Magdalena Hodalska, Catalin Ghita, Izabela Dixon (ed.), 2016, ***Strangers on Our Doorstep and Strangers in Our House: Inter-Disciplinary Approaches to Fears and Anxieties***, Inter-Disciplinary Press, Oxford 2016, 174 pages.

My contribution to this interdisciplinary volume – resulting from a global conference *Fears and Anxieties in the 21st Century. European Context* which I co-organized in 2014 at Mansfield College, Oxford, as one of the leaders and the initiator of an Oxford-based global research project *Fears and Anxieties in the 21st Century* that I co-run with prof. Catalin Ghita – included: designing the concept of this dialogic volume together with the authors of the chapters; creating the structure of this collection in collaboration with co-editors, writing its detailed description in the introduction *Fear of Strangers in our Minds*; regular contact with the authors and the publisher; co-editing the chapters. I estimate my contribution to this publication at 33%.

22. Magdalena Hodalska, Catalin Ghita, Jyotsna Bapat (ed.), 2016, ***Perils of the Web: Cyber Security and Internet Safety Nowadays***, Inter-Disciplinary Press, Oxford 2016, 98 pages.

My contribution to this interdisciplinary volume – resulting from international conference on *Cyber Security and Internet Safety* which I initiated and co-organized in 2016 in Prague, as a part of Oxford-based global research project *Fears and Anxieties in the 21st Century* which in 2013-2016 I co-run with prof. Catalin Ghita – included: designing the concept of this dialogic volume together with the authors of the chapters; creating the structure of this collection in collaboration with my co-editors, writing its detailed description in the introduction; regular contact with the authors and the publisher; co-editing the chapters. I estimate my contribution to this publication at 33%.

23. Beth Kattelman, Magdalena Hodalska (ed.), *Frightful Witnessing: The Rhetoric and (Re)Presentation of Fear, Horror and Terror*, Inter-Disciplinary Press, Oxford 2014, 192 pages.

My contribution to this interdisciplinary volume included: designing the concept of this dialogic volume together with the authors of the chapters; creating the structure of this collection in collaboration with prof. B. A. Kattelman; regular contact with the authors and the publisher; co-editing the chapters. I estimate my contribution to this publication at 50%.

Edited volumes in Polish

24. Weronika Świerczyńska-Głownia, Teresa Sławińska, Magdalena Hodalska (ed.), 2016, *Komunikowanie o bezpieczeństwie. Medialny obraz zagrożeń [Safety Communication. Media Representations of Hazards]*, Jagiellonian University Press, Kraków 2016, 246 pages.

I estimate my contribution to editing this volume at 33%.

25. Edyta Żyrek-Horodyska, Magdalena Hodalska (ed.), 2016, *Komunikowanie o nauce [Science Communication]*, Jagiellonian University Press, Kraków 2016, 250 pages.

I estimate my contribution to editing this volume at 50%.

Chapters in volumes edited in Polish

26. Magdalena Hodalska, 2016, *Zmienne oblicza zawodu dziennikarskiego w świetle badań prezentowanych na łamach „Zeszytów Prasoznawczych” [The Changing Faces of Journalistic Profession in the Mirror of Research Presented in „Zeszyty Prasoznawcze”]*, [in:] Maciej Kawka, Ryszard Filas, Paweł Płaneta (ed.), „Zeszyty Prasoznawcze”, analiza zawartości [1957-2012]. Metody, tematy, autorzy [„Zeszyty Prasoznawcze”, content analysis [1957-2012]]. Methods, Subjects, Authors], Jagiellonian University Press, Kraków 2016, pp. 149-160.
27. Magdalena Hodalska, 2013, *Wizerunki Lady Diany i Jana Pawła II – ikony, znaki na sprzedaż i symulakry [Images of Lady Di and John Paul II: Icons, Signs for Sale, Simulacra]*, [in:] Kazimierz Wolny-Zmorzyński, Jerzy Snopek, Wojciech Furman, Krzysztof Groń (ed.), *Komunikacja wizualna w reklamie, public relations i w prawie [Visual Communication in Advertising, Public Relations and Law]*, Poltext Publishing House, Warszawa 2013, pp. 46-55.
28. Magdalena Hodalska, 2010, *Śmierć Jana Pawła II w świetle relacji prasowych [The Passing Away of John Paul II in the Light of Press Reports]*, [in:] Dorota Zdunkiewicz-Jedynak (ed.), *Dyskurs religijny w mediach [Religious Discourse in the Media]*, Biblos, Tarnów 2010, pp. 179-191.
29. Magdalena Hodalska, 2010, *Pożegnanie Króla. Stylistyczno-językowa analiza publikacji z „papieskiego tygodnia” [Farewell to the King. Linguistic Analysis of Press Publications in the “Papal Week”]*, [in:] Kazimierz Ożóg, Bożena Taras (ed.), *Karol Wojtyła – Jan Paweł II. Słowa prawdy i życia. Szkice lingwistyczne [Karol Wojtyła - John Paul II. Words of Truth and Life. Linguistics Sketches]*, Rzeszów University Press, Rzeszów 2010, pp. 42-52.

30. Magdalena Hodalska, 2018, ***Jungle People and Ebola: Social Representations and Media Coverage of African Plague***, [in:] Magdalena Hodalska, Catalin Ghita (ed.), ***Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World***, Brill Academic Publishers, Leiden 2018, in press.

31. Magdalena Hodalska, Catalin Ghita, 2018, ***Visual Metaphors of Dismay: Representations of Migrants in Recent Culture and Mass Media***, [in:] Wojciech Owczarski, Marta Maciejewska (ed.), ***Racism and Trauma***, Gdańsk University Press, Gdańsk 2018, in press.

My contribution to the creation of this interdisciplinary study included the analysis of media images of migrants. I estimate my contribution to this publication at 50%.

32. Magdalena Hodalska, Catalin Ghita, 2018, ***Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World, Introduction***, [in:] Magdalena Hodalska, Catalin Ghita (ed.), ***Definite and Indefinite Dangers: Mapping Fears and Anxieties in Today's World***, Brill Academic Publishers, Leiden 2018, in press.

My contribution to the creation of this introduction to the interdisciplinary volume, which results from international conference I co-organized in Oxford, included: describing - after creating the concept of this volume in collaboration with prof. Catalin Ghita - the structure of this collective monograph. I estimate my contribution to this publication at 50%.

33. Magdalena Hodalska, 2016, ***Stories of Fear, Horror and Terror: The Price that the Storytellers Pay***, [in:] Mark Callaghan, Kacey Davis (ed.), ***Cultural Experiences of Fear, Horror and Terror***, Inter-Disciplinary Press, Oxford 2016, pp. 147-156.

34. Magdalena Hodalska, Izabela Dixon, 2016, ***Commitment to Self: What Language Reveals about Male Fear of Commitment***, [in:] Magdalena Hodalska, Catalin Ghita, Izabela Dixon (ed.), ***Strangers on Our Doorstep and Strangers in Our House: Inter-Disciplinary Approaches to Fears and Anxieties***, Inter-Disciplinary Press, Oxford 2016, pp. 103-119.

My contribution to this publication included – in addition to the creation of the concept and the structure of this study and the final conclusions – the critical analysis of the research material and the description of the research sample. I estimate my contribution to this publication at 50%.

35. Magdalena Hodalska, Catalin Ghita, Izabela Dixon, 2016, ***Intro: Fear of Strangers in our Minds***, [in:] Magdalena Hodalska, Catalin Ghita, Izabela Dixon (ed.), ***Strangers on Our Doorstep and Strangers in Our House: Inter-Disciplinary Approaches to Fears and Anxieties***, Inter-Disciplinary Press, Oxford 2016, pp. vii -x.

My contribution to creating this introduction to interdisciplinary volume which is a result of a conference I co-organized in Oxford in 2014, included: describing – after creating the concept of the book together with co-editors – the structure of this collective monograph. I estimate my contribution to this publication at 33%.

36. Magdalena Hodalska, Catalin Ghita, Jyotsna Bapat, 2016, ***Perils of the Web: Online Threats and Offline Fears***, [in:] Magdalena Hodalska, Catalin Ghita, Jyotsna Bapat (ed.), ***Perils of the Web: Cyber Security and Internet Safety Nowadays***, Inter-Disciplinary Press, Oxford 2016, pp. vii - xviii.

My contribution to creating an introduction to interdisciplinary volume on cyber security which is a result of a conference I co-organized in Prague in 2016, included: describing - after creating the concept of this volume in collaboration with prof. C. Ghita and dr J. Bapat - the structure of this collective monograph, and providing an overview of contemporary online threats. I estimate my contribution to this publication at 33%.

37. Magdalena Hodalska, Izabela Dixon, 2015, ***Fear of Commitment. Fear of 'I love you'***, [in:] Catalin Ghita, Robert Beshara (ed.). *Fear and Anxiety in the 21st Century: The European Context and Beyond*, Inter-Disciplinary Press, Oxford 2015, pp. 141-151.

My contribution to creating this publication included – along with co-authoring the concept and structure of this chapter, as well as the final conclusions – preparing of research material and critical analysis of metaphors discussed in this paper. I estimate my contribution to this publication at 50%.

38. Beth A. Kattelman, Magdalena Hodalska, 2014, ***Introduction: Frightful Witnessing***, [in:] Beth A. Kattelman, Magdalena Hodalska (eds.), ***Frightful Witnessing: The Rhetoric and (Re)Presentation of Fear, Horror and Terror***, Inter-Disciplinary Press, Oxford 2014, pp. vii- xi.

My contribution to creating an introduction to this interdisciplinary volume I co-edited, included: describing - after creating the concept of this volume in collaboration with prof. Beth A. Kattelman - the structure of this collective monograph and mediated forms of fear. I estimate my contribution to this publication at 50%.

39. Magdalena Hodalska, 2013, ***Marketing of Horror: Media Coverage of a Family Drama***, [in:] Catalin Ghita, Joseph H. Campos II, (ed.), *At the Nexus of Fear, Horror and Terror: Contemporary Readings*, Inter-Disciplinary Press, Oxford 2013, pp. 123-134.

Peer-Reviewed Articles in Academic Journals in Polish

40. Magdalena Hodalska, 2018, ***Nadciągą zagłada! Retoryka strachu w polskich mediach na przykładzie relacji prasowych z epidemii ptasiej i świńskiej grypy [Doomsday is Coming! The Rhetoric of Fear in Polish Press Coverage of Avian and Swine Flu]***, „Kultura–Media–Teologia” [“Culture–Media–Theology”], UKSW Publishing House, Warsaw 2018, [in press].
41. Magdalena Hodalska, 2011, ***Emocje i wartości w nekrologach ofiar katastrofy pod Smoleńskiem [Emotions and Values in the Press Obituaries of the Victims of Smolensk Plane Crash]***, „Zeszyty Prasoznawcze”, nr 1-2/2011, Jagiellonian University Press, Kraków 2011, pp. 26-40.
42. Magdalena Hodalska, 2010, ***Mocarz Ducha zamieszkał w niebie. Peryfrazy ornamentacyjne i eufemizacyjne w prasie [A Champion of Spirit Has Moved to Heaven. Ornamental and Euphemistic Periphrases in the Press]***, „Język Polski” nr 4-5/2010, pp. 302-309.
43. Magdalena Hodalska, 2010, ***Pod Wawelem ludzie pojaśniali. Metaforyka publikacji z „Tygodnia Papieskiego” [At the Wawel Hill People Brightened up. Metaphors in Press Publications in “Papal Week”]***, „Zeszyty Prasoznawcze”, nr 1-2/2010, Jagiellonian University Press, Kraków 2010, pp. 49-59.

44. Magdalena Hodalska, 2008, *Cały nasz, czyli Karola Wojtyły wędrówka ostatnia. Intertekstualność nagłówków prasowych z „Papieskiego Tygodnia”* [Whole Ours or the Last Journey of Karol Wojtyła. Intertextuality of Press Headlines in “Papal Week”] „Zeszyty Prasoznawcze”, nr 1-2/2008, Jagiellonian University Press, Kraków 2008, pp. 103-123.
45. Magdalena Hodalska, 2004, *Łamanie tabu sacrum, śmierci i ciała w programach telewizyjnych w świetle skarg do KRRiT* [Breaking the Taboo of the Sacred, Death and Body in Television Programs in the Light of Complaints to the National Broadcasting Council], „Zeszyty Prasoznawcze”, nr 3-4/ 2004, Jagiellonian University Press, Kraków 2004, pp. 87-105.

Peer-Reviewed Articles in Academic Journals in English

46. Magdalena Hodalska, 2018, *#Humanity Washed Ashore: Visual Metaphors and Emotions in Social Media*, „Zeszyty Prasoznawcze”, nr 2/2018, Jagiellonian University Press, Kraków 2018, [in press].
47. Magdalena Hodalska, 2018, *Compassion 2.0: How Internet Users Share “Virtual Care”*, „Kultura–Media–Teologia”, UKSW Publishing House, Warsaw 2018, [in press].
48. Magdalena Hodalska, 2016, *20 Years of Complaints: National Broadcasting Council and the Polish Audience's Feelings*, „Zeszyty Prasoznawcze”, nr 4/2016, Jagiellonian University Press, Kraków 2016, pp. 512-528.

Report from the 2nd Congress of the Polish Communication Association

49. Magdalena Hodalska, 2011, *The Independence of Media Studies in Poland*, report from the 2nd Congress of the Polish Communication Association PTKS held in Lublin, 15-17th September 2010, „Zeszyty Prasoznawcze”, nr 1-2/2011, Jagiellonian University Press, Kraków 2011, pp. 211-213.

5.1. Areas of Research and implications of achieved results

Throughout the many years that I have devoted to my scientific research I have explored the issues partly reflected in the publications included in the series of works that constitute the academic achievement (described in point 4). Publications on:

1. death in the media - in point 5 see items [17] [18] [28] [29] [30] [39] [40] [45];
2. emotions in the media - [40] [41] [46] [47] [48] [35] [36] [38] [39];
3. language of press reports - [17] [29] [41] [42] [43] [44];
4. war correspondence - [18] [33];
5. diverse issues in journalistic and photojournalistic profession - [18] [19] [24] [26] [33]

relate in a significant way to the main research area regarding culture of fear and trauma in the media.

Four collective monographs which I co-edited in English [20] [21] [22] [23] as well as introductions to those volumes which I co-authored [32] [35] [36] [38] describe different aspects of the culture of fear.

Other scientific works are books I co-edited and chapters that I wrote about:

6. visual communication [27] [31] [46] [47];

7. science communication [25],

8. risk communication [24],

9. Internet Safety [22] [36].

The scientific achievements, which were not included in the series of publications indicated as my academic achievement, also include linguistic analyses: English-language publications devoted to language in interpersonal communication [34] [37], and most importantly, the linguistic analyses of the narratives in media coverage of the aftermath of the death of John Paul II.

My doctoral dissertation written under the supervision of Prof. dr hab. Walery Pisarek, in a slightly modified version was published in 2010 by the Jagiellonian University Press as a book titled *The Death of the Pope, the Birth of a Myth* [17]. Other publications related to

10. the media image of John Paul II [27], the linguistic image of the Pope, as well as linguistic analysis of press materials about the Pope, published, among others, in academic journals listed in ERIH database [42] and in „Zeszyty Prasoznawcze” [43] [44] as well as in collective monographs [28] [29]

are essentially connected to the issues lying at the interface of language and media coverage of death.

I presented the results of my research at 20 international conferences in Poland and abroad (five times in Oxford, UK). The results of my research are also discussed with students enrolled in the courses I teach in Polish: *Social and Cultural Influence of Media, Journalistic Sources of Information, Image in the Media*, and a lecture *Media Coverage of Dramatic Events* that I teach in English.

In 2011 I received a team award granted by the Rector of the Jagiellonian University for scientific achievements. The Publish or Perish database records 40 citations of my works, my Hirsch Index is 3.

5.2. Papers delivered at international conferences

I presented the results of my research at 20 international conferences in Poland (in Warsaw, Kraków, Lublin, Koszalin), and abroad (five times in Oxford in 2012, 2013, 2014, 2015, 2016 and in Prague in 2016), the majority of which had an international scope.

I co-organised 4 global conferences abroad (3 organised in Oxford: in 2014, in 2015, in 2016 and one in Prague, in 2016) and I was one of organising chairs of the 3rd Congress of Polish Communication Association PTKS, hosted by IDMiKS UJ in Kraków in 2013.

I delivered 10 papers in English and 10 papers in Polish. Many times (in Kraków, in Oxford and in Prague) I chaired sessions in English. I was a keynote speaker opening a conference devoted to war reporting.

Papers delivered at international conferences:

1. Paper: **#Humanity Washed Ashore: Social Media Users' Reaction to Europe's Refugee Crisis**, as well as **chairing a panel entitled Trauma and Testimony**, at the international conference *Fears and Anxieties in the 21st Century. Special Focus: Testimony, Memory, Trauma* which I co-organised in Oxford, 19-21 September 2016.
2. Paper: **Compassion 2.0, or How to Share "Virtual Care"?** as well as **chairing a panel** at the international conference entitled *Participatory Culture and the Future of Democracy*, Kraków, 29 September – 1 October 2016.
3. Paper: **Cyberbullying, Fear and Silence: From Bystanders to Cyber-Samaritans**, as well as **chairing a panel entitled Cyber Space and Cyber Hate**, at the international conference *Cyber Security and Internet Safety*, which I co-organised in Prague, 5-7 May 2016.
4. Paper: **Visual Metaphors of Dismay: Representations of Migrants in Recent Culture and the Mass Media** (co-authored with prof. dr hab. Catalin Ghita), at the international conference *Racism, Nationalism and Xenophobia*, Warsaw, 17-18 March 2016.
5. Paper: **'Deleting u': Cyberbullying, Sexting and an Overview of Contemporary Cyber-Threats**, at the international conference *Culture of Safety. Securing Bonds of Academic Cooperation*, Koszalin, 10-11 December 2015.
6. Paper: **The Changing Faces of Journalistic Profession in the Mirror of Research Presented in „Zeszyty Prasoznawcze”**, at the international conference entitled *60 Years of Media Studies in Poland. Scientific Achievements of the Press Research Center and „Zeszyty Prasoznawcze”*, Kraków, 26-27 November 2015.
7. Paper: **Ebola Virus Kills the Other, but Anytime It May Land Here: Media Coverage of an African Plague**, as well as **chairing a panel entitled Phobias in Europe**, at the international conference *Fears and Anxieties in the 21st Century. Second Global Conference*, which I co-organised in Oxford, 15-17 July 2015.
8. Paper: **Smiling Holocaust Selfies**, at the international conference *Holocaust and the Contemporary World*, Kraków, 23-24 April 2015.
9. Paper: **Tourists of Horror in Places of Remembrance: The Role of the Media in Promotion of Disaster and Trauma Sites**, at the international conference entitled *Memory of Places, Human Memory, Places of Remembrance*, Kraków, 12-13 December 2014.
10. Paper: **Fear of Commitment. Fear of 'I love you'** (co-authored with dr Izabela Dixon), as well as **chairing a panel entitled Fear and Human Condition**, at the international conference *Fears and Anxieties in the 21st Century: The European Context* which I co-organised in Oxford, Mansfield College, 29-31 July 2014.
11. Paper: **Culture of Fear in Polish Tabloid Press**, as well as **chairing a panel** during the 3rd Congress of the Polish Communication Association (PTKS) entitled *The Mediatization of Life, Culture and Politics*, Kraków, 26-28 September 2013.

12. Paper: **Stories of Fear, Horror and Terror: The Price of the Storytellers Pay**, as well as **chairing a panel** during the 7th global conference entitled *Fear, Horror and Terror. At the Interface*, Oxford, 5-7 September 2013.
13. Paper: **Marketing of Horror: Media Coverage of a Family Drama**, at the international conference entitled *Fear, Horror and Terror. At the Interface. 6th Global Conference*, Oxford, 7-9 September 2012.
14. Paper: **Metaphors of Death in Press Publications in April 2005 and 2010**, at the international conference entitled *Death in the Media*, Warsaw, 6-7 April 2011.

Papers delivered at national conferences:

15. Paper: **Traumatic Stress in Journalism**, at the national conference *Contemporary Media 10. Problems and methods in media studies*, UMCS, Lublin, 19-20 April 2018.
16. Paper: **To Make a Dreadful Crime More Dreadful: Investigation Materials in Media Coverage of Crime Stories**, at the national conference *Safety Communication*, Kraków, 1 December 2014.
17. Paper: **Popularization of Knowledge about Viruses in Press Reports During Avian and Swine Flu Epidemics**, at the national conference *Media-Knowledge-Journalists*, Kraków, 26-27 June 2014.
18. Paper: **Epidemics of Fear: Media Coverage of Pandemics**, at the national conference on *Health Communication*, Kraków, 17 January 2014.
19. Paper: **Images of Lady Di and John Paul II: Icons, Signs for Sale, Simulacra**, at the national conference entitled *Visual Communication in Journalism, Advertising and Public Relations*, Kraków, 18-19 October 2011.
20. Paper: **Ethical Issues in the Work of War Correspondents**, at the national conference *War Correspondence: Past and Present*, Kraków, 19-20 October 2010.

5.3. Accomplishments in popularizing my discipline

As a translator of professional literature, I wanted to contribute to the development of discipline and the popularization of books devoted to diverse issues in journalistic profession and media studies. I translated David Spark's academic textbook entitled *Investigative Reporting. A study in technique* from English to Polish. The book was published by the Jagiellonian University Press in Kraków in 2007. The title of Polish translation was *Dziennikarstwo śledcze. Studium techniki* (260 pages) [19]. Prof. Dr Hab. Jacek Sobczak and Prof. Dr Hab. Jerzy Jastrzębski reviewed the publication referenced above.

CMH

In cooperation with the academic Radiofonia Radio, I co-authored and co-hosted a series of popular science broadcasts entitled *The First Estate*. I was the on-air media expert popularizing media studies and commenting on the way the media reported controversial issues. In addition to that, I was answering the questions submitted by the radio listeners. A series of 12 popular-science broadcasts, each lasting one hour, was aired in winter and spring of 2012.

I am a co-editor of two collective monographs about communication: science communication [25] and risk communication [24]. The latter, risk communication study devoted to the media representations of contemporary threats was co-edited by the research team I led.

I am the author of 12 reviews of Polish and English monographs that are devoted to diverse issues pertaining to media and communication (most of them published in „Zeszyty Prasoznawcze”, see Appendix 5, point III. P). I am also the reviewer of manuscripts submitted to two recognized professional academic journals that publish the outcomes of research in media studies: „Kultura - Media – Teologia” and „Zeszyty Prasoznawcze”.

5.4. Editorial Board membership in academic journals

Since 2013, I have been a member of an Editorial Board and Polish and English language editor in „Zeszyty Prasoznawcze”.

Since 2018 I have been a member of an academic board of a series of e-books published by the Institute of Journalism, Media and Social Communication, at the Jagiellonian University.

5.5. Membership in International Associations

Since 2010, I have been a member of the **Polish Communication Association (PTKS)**.

I am a **Founding- Member** of The **European Association for Holocaust Studies (EAHS)**.

Since 2017 I have been a member of the **European Society for Traumatic Stress Studies (ESTSS)** and the **Polish Society for Traumatic Stress Studies (PTBST)**.

5.6. Supervision of students and PhD Students

From 2012-2017, I **supervised 74 BA theses**, defended at the Institute of Journalism, Media and Social Communication, Jagiellonian University. In the academic year 2017/2018 I supervise another 11 BA theses. In 2010-2017 I have reviewed 104 MA and BA theses.

I am the **assistant supervisor** of Ms Magdalena Cygan's **PhD thesis** entitled *Polish Travel Reportage: From Pre-Reportages and Quasi-Reportages to Reportage Blogs. A Study in the History and Theory of the Genre*, written under the supervision of Dr. Hab. Andrzej Kaliszewski (who is the Principal Supervisor) at the Faculty of Management and Social Communication, Jagiellonian University.

5.7. Organizational activity

In addition to my scientific research, teaching and supervising BA theses, I have actively participated in organizational activities at the Institute of Journalism, Media and Social Communication, as well as at the Faculty of Management and Social Communication at the Jagiellonian University where I was a member of a number of Recruitment Commissions (for first-cycle and third-cycle studies) and the Admission Commission conducting interviews with foreigners. More details on my organizational work are described in Appendix 5. In 2018, I was the chair of the admission committee of Erasmus+ program at the Institute of Journalism, Media and Social Communication, Jagiellonian University, where I organized winter recruitment and contributed to the opening of the second, autumn, recruitment of IDMiKS UJ students who want to participate in student exchange programs. In 2017, I was appointed as the new Coordinator of the Erasmus+ Program at the Institute of Journalism, Media and Social Communication at the Jagiellonian University. Since 2016, I have also been the coordinator of the MOST Students and PhD Students Mobility Program at IDMiKS UJ.

As the leader of the innovative research & education project called *Dziennikarstwo traumy. Trauma dziennikarzy / Journalism of Trauma. Trauma of Journalists*, in 2017, I initiated the work on the creation of new educational modules (at BA level): *Psychology of Trauma* and *Interviews with Trauma Survivors*.

5.8. Teaching activity

I teach at the Jagiellonian University. At the Institute of Journalism, Media and Social Communication I instruct lectures and classes on: *Social and Cultural Influence of Media*, *Journalistic Sources of Information*, *Reportage in the Media*, *Image in the Media*, *Media Coverage of Dramatic Events*. I have conducted BA seminars since 2012.

Since 2005, I have delivered lectures on *Public Response to Controversial Content in the Media*; *Visual Communication*; *Media Events* and instructed classes on *Working with Newswires*; *Writing for Newspapers*. My professional experience (see point 3.1) has helped shape my didactic activities in a way that challenges and inspires students who praise the practical dimension of the courses I teach.

In addition to my full-time teaching as an assistant professor (adiunkt) at the Institute of Journalism, Media and Social Communication UJ, in 2009-2011 I also worked at the Institute of Journalism, The Pontifical University of John Paul II in Krakow, where I delivered lectures on *Public Response to Controversial Content in the Media*. I also instructed classes on the *Methodology of media research*. In 2005, still as a student of European studies, but already a graduate of journalism at the Jagiellonian University, I started working at the Andrzej Frycz Modrzewski Academy in Kraków, where I taught journalism students how to work with newswires services.

Moreover, for seven years (2005-2012) I worked as an English teacher in private universities in Kraków: in Wyższa Szkoła Handlowa/ Higher School of Economics (2005-2009) and in Wyższa Szkoła Bezpieczeństwa Publicznego i Indywidualnego "Apeiron" / College of Public Security and Individual Safety "Apeiron" (2009-2012) where I taught police officers and soldiers.

Since 2010 I have been working as an assistant professor (adiunkt) at the Jagiellonian University, where my lectures and courses have been praised and held in very high esteem by students.

Margolena Hołdalska

CHX