

Agnieszka Łukasik-Turecka Ph.D.  
Institute of Political Sciences and International Affairs  
Faculty of Social Sciences  
John Paul II Catholic University of Lublin

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## SUMMARY OF PROFESSIONAL ACCOMPLISHMENTS

**1. Name and surname:** Agnieszka Łukasik-Turecka

**2. Diplomas, scientific / artistic degrees - giving the name, place and year of obtaining them and the title of the doctoral dissertation:**

After graduating in 1992, the Unia Lubelska High School in Lublin I started a master's degree program at the Institute of Political Sciences of the Maria Curie-Skłodowska University in Lublin, which was transformed during my studies into the Faculty of Political Science of the Maria Curie-Skłodowska University. I graduated from the 5-year Master's degree university in 1997 with a very good result, **receiving a master's degree in the field of political science and social sciences** (in the field of political science, socio-political specialization). I wrote my Master's thesis entitled *Sztuka felietonu Daniela Passenta* [*Daniel Passent's - the Art of Feuilleton*] under the direction of prof. dr hab. Lech Ludorowski in the Journalism Department. In the same year, I started a two-year post-graduate program at the **Post-graduate Study of Correctional Speech Therapy** at the Faculty of Humanities at UMCS. I graduated in 1999 with a very good result, defending my diploma thesis entitled *Analiza językowa wypowiedzi Lecha Wałęsy* [*The Linguistic Analysis of Lech Wałęsa's Speech*], written under the direction of Tomasz Woźniak Ph.D. in the Department of Logopedics and Applied Linguistics (currently prof. UMCS and UŁ).

In the years 2002-2006 I attended **doctoral studies** at the John Paul II Catholic University of Lublin. I obtained the **Ph.D. degree in the humanities in the field of sociology** in 2007 on the basis of a defended Ph.D. thesis entitled *Forma i treść publikacji dotyczących prezydenckich kampanii wyborczych III RP w wybranych tygodnikach społeczno-politycznych* [*Form and Content of Publications on Presidential Electoral Campaigns of the Third Polish Republic in Selected Socio-political Weeklies*]. I prepared this work under the direction of prof. dr hab. Leon Dyczewski. The reviewers of the work: prof. dr hab. Tomasz Goban-Klas (Jagiellonian University) and dr hab. Stanisław Jędrzejewski, prof. KUL.

ALT.

### **3. Information on previous employment in scientific / artistic units**

Being a fourth-year student at the Faculty of Political Science of UMCS in Lublin, I completed a one-year internship at the UMCS Journalism Department. I performed the duties of the trainee assistant from March 1, 1996 to February 28, 1997. After completing my studies, in the years 1998-2004 I was employed at the Lublin Institute of Journalism at the Melchior Wańkowicz Academic Institution of Journalism in Warsaw, and in 2004-2007 - in the Institute of the Creative Conduct .ltd in Łódź. In both of these institutions I was employed on administrative positions, but additionally, based on civil law agreements, I conducted didactic classes for students. As an employee of the Lublin Institute of Journalism WSD, I conducted classes for students of the Melchior Wańkowicz Academic Institution of Journalism, while as an employee of the Institute of Creative Conduct .ltd. I conducted didactic classes for students of the Higher School of Humanities and Economics in Lodz which Institute of Creative Conduct cooperated with. In 2007-2008 I was employed at the School of Humanities and Economics in Lodz as an assistant and then as an assistant professor. In 2008, I started working at the Higher School of Social Sciences in Lublin, where until 2010 I was employed as the head of the Department of Sociology and Psychology. Since 2009 I have been employed at the John Paul II Catholic University of Lublin, at the Department of Political Theory as an adjunct. Since 2009, it has been continuously my basic workplace in the higher education system.

**4. Indication of the achievement resulting from art. 16 sec. 2 of the Act of 14 March 2003 on academic degrees and academic title, and on degrees and title in the field of art (Journal of Laws of 2016, item 882, as amended in Journal of Laws of 2016, item 1311):**

**a) and b) title of scientific / artistic achievement (author / authors, title / titles of publication, year of publication, name of publishing house, publishing reviewers)**

**monography** Agnieszka Łukasik-Turecka, *Zmiana usytuowania radia w komunikowaniu politycznym*, [*Changing the Location of the Radio in Political Communication*], Wydawnictwo KUL, Lublin 2018, pp. 271, ISBN 978-83-8061-556-4. The reviewers: dr hab. Stanisław Jędrzejewski prof. ALK, and dr hab. Mariusz Kolczyński, University of Silesia.

**c) Discussing the scientific / artistic purpose of the above work / work and results achieved, with their possible use**

ALT.



The starting point for the analyzes presented by me in the dissertation was the conviction that the role of individual traditional media, including radio, is changing. This conviction was based on the results of research presented in the literature on the subject and partially cited in the monograph described. These changes are determined to a large extent by changes taking place in society, which in turn are influenced by the media themselves, as described in more detail in the first chapter presented for the assessment of the work.

The main objective of the monograph was to show, as in the example of Polish radio, mainly the public radio, the current location of the radio in political communication. Additional purpose was to diagnose factors affecting the change of the location of the radio in political communication.

To show how the role and position of the radio in political communication changed, I chose the Polish radio as the subject of my work. The Polish Radio is almost one hundred years old, so it is the public radio that provides the basis for the changes in the location of the radio in political communication in different periods: the Second Republic, the PRL and the Third Republic, it is important to determine the current location of the radio in this regard. The first Polish commercial and social broadcasting stations were created only about twenty-five years ago, however, I also used data which relates to not only public radio. Many issues discussed in the mentioned achievement, for example the factors changing the location of the radio, or the advantages and disadvantages of radio as an advertising medium, does not depend on the sender's status, applies to any type of radio broadcasting. I wrote about changing the location of the radio as a whole, not only as the public radio in political communication although I looked at the change of the location of the radio mainly through the prism of public radio.

In the initial suggestion, I assumed that the location of the radio is not permanent, but changes with the external factors influencing the media and those operating inside the media. Among the exogenous factors, I pointed out primarily regulatory factors, namely the abolition of the monopoly of state and public radio organizations in the early nineties of the twentieth century in Central and Eastern Europe. They resulted in the possibility of setting up radio stations outside the state and public sectors. To exogenous factors I also included social factors, for example a change in the way everyday media users function, including radios, changing the time distribution of listeners to private and professional ones. Economic and competitive factors were also taken into consideration in the study.

In contrast to the important endogenous factors, I included technological factors, mainly the change of transmission technology from analogue to digital, as well as

convergence. A detailed analysis of the change factors was carried out in subchapter 1.4.

The main research problem of the monograph was to indicate the reasons for changing the location of the radio in political communication and to determine its current location. The main hypothesis assumes that the change of the location of the radio in three main areas of political communication (propaganda, information about politics and electoral rivalry) is the effect of marginalization of the importance of radio in the process of social communication. This change means marginalization and even the loss of the importance of radio in particular areas of political communication.

For the purpose of analysis, I formulated the following research questions:

Q1: Are the factors which affects the change of the location of the radio in social communication the same factors which affect the change of its location in political communication?

Q2: Does taking radio primacy among the media through television and popularizing the Internet mean a reduced need to use the radio as an instrument of propaganda, as well as information about politics? What is the direction of changing the location of the radio in political communication in each of these areas?

Q3: Are political entities using radio during the electoral period, treat them as an important means of communication with voters? What is the direction of changing the location of the radio as an electoral instrument in political communication?

Based on the research questions presented above, I have formulated detailed research hypotheses:

H1: The change of the location of the radio in social communication, and in effect - also in the political sphere, is influenced by factors of a regulatory, technological, competitive, social and economic nature.

H2: Undermining the primacy of radio among the media through television and making the Internet popular means a reduced need to use the radio as an instrument of propaganda, as well as information about politics. In the case of perceiving the radio as an instrument of propaganda, as well as an instrument of information about politics, then it indicates the marginalization of the importance of radio in political communication.

H3: During the electoral period, political entities use radio without being convinced about the effectiveness of this means of communication with voters. This testifies to the loss of the importance of radio as an electoral instrument in political communication.

The political system and the novelty of a given medium are the indicators that show a change in the location of the radio in three main areas of political communication.

For the purposes of my work, I accepted as the research period the years 2014-2015, in



which four electoral campaigns took place in Poland: electoral campaign for the European Parliament and local election campaign - both in 2014, as well as the presidential electoral campaign and parliamentary electoral campaign (elections to the Sejm) and the Senate of the Republic of Poland) - both in 2015. In addition, in order to show some of the phenomena more broadly, I additionally used data on the use of radio in political communication in previous election campaigns of 2005 and 2011 (to the Sejm and Senate of the Republic of Poland), as well as information about the program of Radio Lublin S.A. and his audience in 2011-2016.

The literature, which I used while writing the work presented for the evaluation, includes both media studies and political science publications. I introduced the origins of Polish radio at work mainly thanks to Maciej Józef Kwiatkowski's publications, but also it was thanks to the works of: Tomasz Goban-Klas, Danuta Grzelewska or Rafał Habielski. In many places in the monograph I referred to interesting works by Polish radiologists: Stanisław Jędrzejewski, Grażyna Stachyra and Mirosława Wielopolska-Szymura, while in the part devoted to the issues of political communication, works such as Bogusława Dobek-Ostrowska, Janina Frasz, Mariusz Kolczyński, Ewa Maj, Stanisław Michalczyk and Dorota Piontek.

My source database was also some auditory materials. In the work presented for the review I have appealed to both legendary sources such as the radio play entitled *The War of the Worlds*, directed by Orson Welles, as well as historical speeches by politicians, including Franklin D. Roosevelt, Józef Piłsudski or Stefan Starzyński.

The research material consisted of official documents - annual reports of the Management Board of Radio Lublin S.A. about using the funds allocated for the implementation of the tasks listed in Article 21 paragraph 1a of the Radio and Television Act, as well as the websites of Polish Radio S.A. and regional public radio stations. I have also analyzed the auditing materials, such as free election programs broadcast on Radio Lublin S.A. during three election campaigns in 2014-2015 (before local elections, elections to the European Parliament and elections to the Sejm and the Senate of the Republic of Poland).

The results of the research that I presented at work I actually obtained thanks to the use of methods of combining quantitative and qualitative research - content and content analysis, the methods of analyzing existing data and the comparative method.

The work consists of five chapters and an introduction and ending, supplemented with a bibliography, an annex and a list of tables and drawings.

The first chapter was the starting point for my further deliberations, it contains the explanations of basic concepts, and also introduces them to the problem of political communication. In this part of the work I made an attempt to define an auditory political communication, and also considered the role of the media in political communication, paying

special attention to radio broadcasting. I also raised the issue of mediatization of media policy and politics. This part of the work is crowned with a section devoted to the phenomenon of social change as primary to changes in the media, and a subsection on the factors of change. I pointed out and discussed the factors of changing the location of the radio in social communication and, consequently, in political communication as well.

The second chapter was devoted to the strategies of communicating political subjects on the radio. I discussed the definitions of communication strategies in it, as well as the selected typologies of the strategy of political communication. In this chapter, I also presented the original typology of the strategy of auditing political communication.

The third chapter was devoted to showing the radio in political communication in democratic systems. I tried to show the relationship between the history of radio and the political history of a given country, especially in European countries. The division, which I reflected in the layout of the third, fourth and fifth chapter, in the form of names of particular sub-chapters: radio as an instrument of propaganda, as an instrument of political information (about politics) and electoral instrument, is a contractual division. This is especially about areas related to information and propaganda, where the boundary lines are unstable.

In the fourth chapter, I showed Polish radio in a historical context and its location in political communication since the first years of radio in Poland. The approximation of the activity of the Polish radio station from the beginning of its existence is extremely important for the proposed habilitation monograph and its goal, which is to show the change in the location of the radio in political communication. Also in this chapter I showed the relationship between the political history of Poland and the functioning of the radio.

In the last, fifth chapter, I described the current location of the radio in political communication. For the purposes of research, changing the location of the radio as an instrument of propaganda, as a medium of information about politics and as an electoral instrument, I adopted additional indicators. In the area of research on the radio as an instrument of propaganda, as additional indicators I adopted:

- post-election personnel changes covering the most important positions in individual stations of Polish public radio,
- influence of authorities on the management and radio journalists in public radio stations,
- the key to selecting experts who comment on events on the air.

Additional indicators adopted for the purposes of research on changing the location of the radio as a medium of information about politics in political communication were:

- the ratio of the number of information and publicity programs to other programs,



- number of informative broadcasts containing political content.

On the other hand, additional indicators adopted for the purposes of studying the change of the location of the radio as an instrument of electoral communication in political communication were:

- the amount of used airtime,
- the target medium for which the message was prepared,
- responding with a message to campaign events.

The indicators proposed by me, adopted for the purpose of studying the change of the location of the radio in political communication, especially those in the field of research on the radio as an electoral instrument, are pioneering. My proposals result from previous exploration of the discussed issues. Like any new proposal, this one can also be debatable and become the subject of debate. Proposing the above indicators also has an encouraging value; in addition to allowing the verification of research hypotheses, it is an incentive to debate the currently used research tools and the search for new ones that will facilitate the analysis in the area of auditory political communication. I think that such a discussion could contribute to the development of research on auditive political communication.

At the end of the work, I verified the research hypotheses, presented in the introduction to the publication and in the fifth chapter.

The first hypothesis, assuming that the change in the location of the radio in social communication, and in effect - also in political terms, is influenced by factors of a regulatory, technological, competitive, social and economic nature, has been verified positively. To change the location of the radio in social communication contributed to, among others: abolition of the monopoly of state and public radio organizations (regulatory factor), change in the field of transmission: from analogue to digital technology and convergence (examples of technological factors), competition with other types of media but also competition in the ether (as competitive factors), changes in the behavior of radio recipients (as social factors), as well as the issue of financing public media and the issue of advertising (examples of economic factors). The factors mentioned above, influencing the change in the principles and conditions of radio broadcasting, change the location of the radio in social communication, and consequently - the location of the radio in political communication. Marginalization of the importance of radio in the process of social communication means marginalization and even the loss of the importance of radio in particular areas of political communication.

The second hypothesis, assuming that taking radio pre-eminence among the media through television and popularizing the Internet means a reduced need to use the radio as an instrument of propaganda, as well as information about politics and that in the perception of

radio as an instrument of propaganda, as well as information about politics, changes indicate marginalization of the importance of radio in political communication has been partially verified positively. As a result of socio-political changes, as well as technological development, which involves the creation of television and then the Internet, the popularity of radio as an instrument of propaganda in comparison with the end of the Second Polish Republic and the PRL period or the pre-TV period decreased for the rulers. Nevertheless, studies based on additional indicators have shown that changes on the Polish political scene determine changes in the management of the Polish Radio and its regional broadcasting stations, and hence also partly, in the journalistic and programming layer. The media also inform about cases of authorities' influence on the management and radio journalists in public radio stations.

The literature on the subject also includes information on the key selection of experts commenting on current events on the air, extended by an additional criterion, which is the political preferences of the commentator or his willingness to comment on a given thesis, but this area still needs to be thoroughly researched.

The data obtained on the basis of additional indicators seem to only confirm the thesis about very strong links between the sphere of politics and the sphere of public media and encourage further exploration of the issues in which radio is treated as an instrument of political marketing orientation.

It is worth noting that when comparing the involvement of power in personnel and program changes in public television with personnel and program changes made on Polish Radio and its regional radio stations, radio is seen as an instrument of propaganda is not as attractive medium for rulers as television, and these changes testify to the marginalization the importance of radio in political communication.

In the case of perceiving the radio as a medium of political information, the results of the research prove the relative stability of the radio function of information in recent years, also in terms of information about politics, so the importance of radio in this area of political communication seems to be relatively permanent. The shrinking of the audience, first as a result of the appearance of television, then in connection with the abolition of the radio monopoly resulting from the change in the system, in turn to compete for the recipient with new media influenced the shape of radio programs. Public radio as forced as a result of these changes to fight for market share, and thus to generate savings, for years has been reducing the amount of airtime allocated for the most expensive programs, i.e. verbal broadcasts, journalism and information, for the benefit of music. However, the results of the study confirmed the relative stability in the case of the radio's information function, also in terms of



information about politics. Studies have shown that broadcasts and other information broadcasts in recent years account for about 10% of the broadcasting time, with the number of political programs classified as the Information category has a slight downward trend, and a slight upward trend - programs on such topics, included in the category: Publicism or Education.

The third hypothesis, on the other hand, assumes that during the election period, political entities use radio without conviction about the effectiveness of this means of communication with voters and that this indicates the loss of importance of radio as an electoral instrument in political communication has been positively verified. The work proved that the socio-political changes at the turn of the 1980s and 1990s led to changes in Polish Radio treated as an election instrument. Public radio, like public television, was obliged to present the full spectrum of political entities as well as their offer and to broadcast free election programs in public media, as discussed in the fourth chapter.

However, also in this area, based on additional indicators, one can find a lot of evidence even for the loss of the importance of radio in political communication. This is evidenced by the fact that the electoral committees did not fully use the allocated airtime, the use of television advertising spots by "photographing" the vision and broadcasting such impoverished and unprepared radio broadcasts on the radio, as well as the lack of changes in the election programs that would indicate the reaction political entities for campaign events, and thus treating radio as an important medium during the campaign period.

Thus, the main hypothesis was verified, assuming that the change of the location of the radio in three main areas of political communication (propaganda, information about politics and electoral rivalry) is the effect of marginalization of the importance of radio in the process of social communication. This change means marginalization (in the case of perceiving the radio as an instrument of propaganda, with the relative stability of the radio as a medium of information about politics), and even the loss (in the case of perceiving the radio as an electoral instrument) of the importance of radio in political communication.

My contribution is primarily to define auditory political communication and political communication strategy in the area of auditory communication, to create a typology appropriate to auditory political communication, and to demonstrate the change in the location of radio in political communication in its three areas: radio as an instrument of propaganda, political information medium and instrument election.

The results of the research indicate, in addition to the current location, also the trend, the direction in which radio can evolve in political communication. There are many indications that these trends will be largely influenced by technological factors.

Proposing new indicators adopted by me for the purposes of researching the change of the location of the radio in political communication, besides allowing the verification of research hypotheses, is an incentive to debate the currently used research tools and the search for new ones that will facilitate the analysts' analysis in the area of auditory political communication. I believe that such a discussion could contribute to the development of research on auditive political communication. For me, the results of the research presented in this monograph are a starting point for further scientific work; some of them were also included in the curricula I run at the Doctoral Dissertation: Social Sciences (subjects: *Social communication and Media in the security system*).

The research results can also be used by political entities that want to include radio in their communication activities, especially during the electoral or referendum period.

### **5. Discussion of other scientific-research (artistic) achievements:**

In terms of quantity, my output (after obtaining a doctoral degree) covers 58 publications. These are the following items: 1 author's monograph (reported as a scientific achievement), 1 co-authored monograph, 6 collective works under my editorship (including 3 group monographs and 2 journal numbers under my editorship and 1 issue of the journal - co-editor), 41 articles in publishing houses Continuous, monographs and magazines (including 16 articles in magazines such as: „Roczniki Nauk Społecznych”, „Political Preferences” (earlier name: „Preferencje Polityczne”), „Zeszyty Prasoznawcze”, „Studia Politicæ Universitatis Silesiensis”, „Środkowoeuropejskie Studia Polityczne”, "Copernicus Journal of Political Studies", „Mediatization Studies”, czy „Media Kultura Społeczeństwo”, indexed, among others, in international bibliographic databases, such as: The Central European Journal of Social Sciences and Humanities, Central and Eastern European Online Library, or the European Reference Index for the Humanities and the Social Sciences (ERIH PLUS), as well as 4 lexicons and 5 other entries, including the post-conference reports and a review (full list in Annex No. 3).

Among the listed works there are 7 items written in English: 1 issue of the journal under my editorial, 1 issue of the journal - co-editing with two researchers from the University of Silesia, 3 articles in scientific journals and 2 articles in the work edited.

According to Google Scholar (as of June 2018), the value of the Hirsch Index for my publications is 2, with the number of publications included in the database being 22, and the number of citations 9.

It is worth noting that my scientific and research activity goes beyond the John Paul II



Catholic University of Lublin and is associated with many scientific centers in Poland, including with centers in: Katowice (University of Silesia), Poznań (Adam Mickiewicz University), Warsaw (University of Warsaw, Warsaw University of Life Sciences), Kraków (Jagiellonian University), Kielce (Jan Kochanowski University) or Lublin (Maria Curie-Skłodowska University, WSNS in Lublin). This activity takes the form of closer and longer cooperation (an example is constant cooperation with researchers gathered in the "Political communication" section of the Polish Society of Social Communication or my participation in a nationwide research project "Political preferences. Attitudes-Identifications-Behaviors", carried out on a representative basis a sample of adult Polish citizens, which project involved researchers from 9 major research centers in Poland, including political attitudes and electoral behaviors, especially those determining political identifications. I was a member of this research team in 2012-2016), shorter cooperation, connected with a specific goal (an example is the work of a team of researchers developing *Leksykon polskich partii politycznych* [*The Lexicon of Polish Political Parties*], edited by scientists from the University of Silesia, which resulted in the development of 4 lexicon slogans: *Partia „X”* [*Part X*], *Porozumienie Centrum* [*Center Alliance*], *Sojusz Lewicy Demokratycznej* [*The Democratic Left Alliance*] and *Solidarna Polska Zbigniewa Ziobro* [*United Poland Zbigniew Ziobro*]) or participate in regularly organized conferences (an example is my marketing participation in conferences organized by the Jan Kochanowski University).

This activity also applies to foreign scientific centers: in Ukraine (Ternopil National Economic University in Tarnopol and Lviv Banking Institute of Banking University in Lviv), Lithuania (Utoans College Ucie - Utenos Kolegija), as well as in Slovakia (Prehowski University in Prešov, Catholic University in Ruzomberok).

From the beginning of my scientific work after the defense of my doctoral thesis, my interests consistently oscillated around three main areas:

- political communication tools used during election campaigns,
- the role of the media in election campaigns,
- the role of the media in the presentation of activities and equalizing women's chances in politics.

The scientific and research interests presented above are reflected in the publications; apart from the monograph indicated as a scientific achievement, also in a monograph I am co-author of: *Barwy wyborczej kampanii samorządowej 2014 roku na Lubelszczyźnie* [*The Colors of the Local Government Election Campaign of 2014 in Lublin Region*], Lublin 2016, pp. 148, in monographs under my editorship: *Oblicza wyborów. Studia wyborcze i analizy kampanii parlamentarnej w 2015 roku na Lubelszczyźnie* [*The Faces of Elections. Election Studies and*

*Analyses of the 2015 Parliamentary Campaign in Lublin*], Lublin 2016, pp. 192; *Wybory do Parlamentu Europejskiego na Lubelszczyźnie w 2014 roku* [Elections to the European Parliament in the Lublin region in 2014], Lublin 2015, pp. 196; *Reklama w społeczeństwie. Społeczeństwo w reklamie* [Advertising in Society. Society in Advertising], Lublin 2010, pp. 151, as well as in magazine numbers under my editorship: *Political Communication during Election Period. Polish Election Campaigns in 2014*, „Roczniki Nauk Społecznych” Vol. 7 (43) 2015 No. 3 and *Parlamentarna kampania wyborcza z perspektywy roku. Ujęcie marketingowe* [Parliamentary Election Campaign from the Perspective of the Year. Marketing Approach], „Roczniki Nauk Społecznych” Vol. 4 (40) 2012 No. 3.

The interest in the first research area (political communication tools used during election campaigns) is visible in my articles, which relate to the following research problems:

a) radio electoral advertising and free election / referendum programs on public radio (*Audytywna reklama wyborcza na przykładzie nieodpłatnych audycji komitetów wyborczych w Polskim Radiu Lublin (wybory parlamentarne 2011 r.* [Auditive Election Campaign Advertising on the Example of Free of Charge Election Committees Broadcasts on Polish Radio Lublin (Parliamentary Elections 2011)] (in:) *Współczesne uwarunkowania promocji i reklamy* [Contemporary conditions for promotion and advertising], edited by A. J. Kukula, Warszawa 2013, pp. 186-183; *Radiowa reklama wyborcza – polecać czy odradzać (uwagi politologa)* [Radio election advertising – recommend or advise against? (a political scientist's remarks)], „Roczniki Nauk Społecznych”, 2014, Vol. 6 (42), No. 1, pp. 95-109; *Audytywna reklama wyborcza jako narzędzie komunikowania politycznego* [Auditory Election Advertising as A Tool of Political Communication] (in:) *Komunikacja społeczna – tendencje, problemy, wyzwania* [Social communication - tendencies, problems, challenges], edited by M. Podkowińska, Warszawa 2014, pp. 31-40; *Radiowa reklama wyborcza w nieodpłatnych audycjach wyborczych radia publicznego* [Radio Election Advertising in Free Election Broadcasts of Public Radio] (in:) *Marketing polityczny w gorsecie mediów* [Political marketing in a corset media], edited by R. Wiszniowski, A. Kasińska-Metryka, Toruń 2014, pp. 153-165, *Stosunek elektoratu do radiowych reklam wyborczych* [The Electorate's Attitude towards Radio Election Advertising], „Preferencje Polityczne ” 2014 No. 8, pp. 51-60; *Radiowa reklama wyborcza w nieodpłatnych audycjach wyborczych Polskiego Radia Lublin. Kampania przed wyborami do Parlamentu Europejskiego w 2014 roku* [Radio Election Advertising on Polish Radio Lublin's Election Broadcasts. The Campaign before the Election to the European Parliament in 2014], (in:) *Mediatyzacja komunikowania politycznego. W kręgu badań politologicznych i medioznawczych* [Mediatization of Political Communication. In the Field of Political and Media Studies], edited by M. Adamik-Szysiak, Lublin 2015, pp.



81-91; 7 grzechów głównych komitetów wyborczych popełnianych w obszarze nieodpłatnych audycji wyborczych w publicznym radiu [*Seven Deadly Sins Committed by Election Committees in the Field of Free Election Broadcasts on Public Radio*], (in:) *Od marketingu samorządowego do prezydenckiego... [From self-government and presidential marketing...]*, edited by A. Kasińska-Metryka, R. Wiszniowski, M. Molendowska, Jan Kochanowski University, Kielce 2015, pp. 167-176; *Audytywna reklama wyborcza – przeżytek czy konieczność?* [*Auditory Election Advertising – Relic or Necessity?*], „Zeszyty Prasoznawcze”, 2015, Vol. 58, No. 1 (221), pp. 167-175; *Party Elites As Compared with Other Candidates in Free Election Broadcasts on Public Radio*, „Roczniki Nauk Społecznych”, 2015, Vol. 7 (43) No. 3, pp. 67-84; *Nieodpłatne audycje wyborcze w publicznym radiu jako narzędzie komunikowania polskich partii politycznych w kampaniach wyborczych* [*Free Election Broadcasts on Public Radio as A Communication Tool of Polish Political Parties in Election Campaigns*], „Studia Politicae Universitatis Silesiensis”, 2015, Vol. 15, pp. 220-232; *Problematyka nieodpłatnych audycji wyborczych w Polskim Radiu Lublin przed wyborami do Parlamentu Europejskiego w 2014 r.* [*The Problems of Free Election Broadcasts on Polish Radio Lublin before the Elections to the European Parliament in 2014*] (in:) *Dylematy Unii Europejskiej. Studia i szkice* [*Dilemmas of the European Union. Studies and Essays*], Poznań 2016, pp. 153-162; *Problematyka bezpieczeństwa w radiowych reklamach wyborczych kandydatów do Parlamentu Europejskiego na Lubelszczyźnie w 2014 roku* [*Security Issues in the Radio Election Advertisements of Candidates for the European Parliament in Lublin Region in 2014*] (in:) *Bezpieczeństwo Europy i Unii Europejskiej w czasach kryzysu* [*Security of Europe and the European Union in times of crisis*], edited by M. Musiał-Karg, Poznań 2016, pp. 275-282; *Promotion of the Referendum Questions or Promotion of Entities? Communication in the Referendum Campaign as in Polish Radio Lublin*, "Mediatization Studies", 2017, Vol. 1, No 1, pp. 83-101.)

b) carriers of election advertisements other than radio and other political communication tools (*Reklama wyborcza na łamach wybranych tygodników społeczno-politycznych w okresie prezydenckich kampanii wyborczych w Polsce w latach 1990-2005* [*Election Campaign in the Papers of Selected Social-Political Weeklies in the Period of Presidential Election Campaigns in Poland in the Years 1990-2005*] (in:) *Reklama w społeczeństwie. Społeczeństwo w reklamie*, [*Advertising in society. Society in advertising*], edited by A. Łukasik-Turecka, Lublin 2010, pp. 87-94; *Outdoor advertising in the 2012 Ukraine parliamentary election*, "Copernicus Journal of Political Studies" 2012, Vol. 2, No. 2, pp. 63-77; 12; *Metoda door-to-door i jej zastosowanie przez lubelskich radnych w trakcie kampanii wyborczej do Rady Miasta w 2010 r.* [*Door-to-door Canvassing and its Application by Lublin Councilors during the 2010 City*

*Council Election Campaign*], „Środkowoeuropejskie Studia Polityczne”, 2013, No. 1, pp. 263-280; *Muzyka w polityce. Piosenki pro i kontra* [*Music in Politics. Songs for and against*] (in:) *Współczesne zagadnienia marketingu politycznego i public relations* [*Contemporary Issues of Political Marketing and Public Relations*], edited by M. Adamik-Szysiak, W. Maguś, Lublin 2013, pp. 305-322, *Tools of Political Communication at the Level of Local Government during the Election Campaign in Poland* (in:) *Marketingové trendy v znalostnej spoločnosti*, edited by K. Carnogursky, Poprad/Slovakia 2014, pp. 135-145; *Poparcie kandydata przez lidera partii a decyzje wyborców. Badania elektoratu* [*The Party Leader's Support of the Candidate and the Voters' Decisions. A Survey of the Electorate*], „Preferencje Polityczne” 2015 No. 10, pp. 121-132; *Kampania wyborcza na ulicach Lublina, czyli wizualna reklama zewnętrzna w trakcie kampanii do Parlamentu Europejskiego w 2014 roku* [*The Election Campaign in the Streets of Lublin or Outdoor Advertising during the Election Campaign to the European Parliament in 2014*] (in:) *Wybory do Parlamentu Europejskiego na Lubelszczyźnie w 2014 roku* [*Elections to the European Parliament in the Lublin region in 2014*], edited by A. Łukasik-Turecka, Lublin 2015, pp. 145 -162; *Spoleczne postrzeganie metody door-to-door* [*Public Perception of the Door-to-Door Method*], "Political Preferences", 2016, No. 12, pp. 181-198; *Technika świadectwa w reklamie wyborczej w trakcie parlamentarnej kampanii wyborczej 2015 roku na Lubelszczyźnie* [*Celebrated Party Members' Endorsement Technique ('Testimony Technique') in Election Advertising during the 2015 Parliamentary Election Campaign in the Lublin Region*] (in:) *Polskie wybory 2014-2015. Kontekst krajowy i międzynarodowy - przebieg rywalizacji - konsekwencje polityczne* [*The Elections in Poland in 2014 and 2015. The Domestic and International Context - The Course of Competition - Political Consequences*], edited by M. Kolczyński, Vol. 1, Katowice 2017, pp. 224-237; *Post-election communication: the rulers vs. the opposition. The case study of Beata Szydło's government* (in:) *Zborník religionistických a sociologických štúdií* 1/2017, edited by M. Podkowińska, M. Kardis, pp. 103-123.).

In the area of the second area, my scientific papers relate to the following research problems:

a) the role of the media in the presentation of campaign events and participating political entities (*Prezydencka kampania wyborcza na łamach wybranych tygodników społeczno-politycznych* [*Presidential Election Campaign in Selected Socio-political Weeklies*] (in:) „Media-Kultura-Społeczeństwo”, Łódź 2008, No. 1 (3), pp. 81-92; *Media częściowo aktywnym aktorem sceny politycznej* [*Media as a Partially Active Actor on the Political Scene*] (in:) *Co łączy, co dzieli Polaków, czyli społeczeństwo informacyjne w działaniu* [*What Unites and What Divides Poles: the Information Society in Action*], edited by L. Haber, St.



Jędrzejewski, Lublin 2008, pp. 57-76; *Lubelska samorządowa kampania wyborcza 2010 roku na łamach prasy lokalnej i regionalnej* [*The Lublin Election Campaign for Local Government in 2011 as Reported in the Local and Regional Press*] (in:) *Marketing polityczny. Doświadczenia polskie* [*Political marketing, Polish experience*], edited by R. Wiszniowski, A. Kasińska-Metryka, Toruń 2012, pp. 519-536; *Aktorzy polityczni i media masowe w procesie komunikowania politycznego na poziomie samorządu terytorialnego w czasie kampanii wyborczej (Przyczynek do problemu zagrożeń wynikających z braku pełnej informacji wyborczej)* [*Political Actors and Mass Media in the Process of Political Communication on the Level of Local Government during the Election Campaign (A Contribution to the Problem of Threats Arising from the Lack of Full Election Information)*] (in:) *Rola jednostek samorządu terytorialnego w utrzymaniu bezpieczeństwa i porządku publicznego* [*The role of territorial self-government units in maintaining public safety and order*], edited by L. Jańczuk, Lublin 2014, pp. 51-60; *Obraz kampanii wyborczej do Parlamentu Europejskiego w lubelskiej prasie regionalnej* [*The Image of Election Campaign for the European Parliament in the Lublin Region Press*], (in:) *Medialne reprezentacje kultury. Społeczeństwo-Polityka-Promocja* [*Media representations of culture. Society-Policy-Promotion*], edited by A. Duda, Lublin 2015, pp. 113-124; *Realizacja funkcji informacyjnej i edukacyjnej mediów w okresie kampanii wyborczych do PE w Polsce na przykładzie lubelskich dzienników regionalnych* [*The Realization of Information and Educational Function of the Media during the Election Campaign for the European Parliament in Poland as Exemplified by Lublin Regional Newspapers*] (in:) *Zmieniająca się Unia Europejska. Wybrane aspekty polityczne i społeczno-gospodarcze* [*The changing European Union. Selected political and socio-economic aspects*], edited by E. Lesiewicz, Poznań 2015, pp. 147-158.);

b) content categories appearing in publications devoted to election campaigns (*Kategorie treściowe w publikacjach dotyczących prezydenckiej kampanii wyborczej z 2005 roku. Analiza tygodników: „Polityka”, „Wprost”, „Tygodnik Solidarność”* [*Content Categories in Publications Concerning Presidential Election Campaign in 2005. The Analysis of the Weeklies: „Polityka”, „Wprost”, „Tygodnik Solidarność”*] (in:) *Współczesne media. Status, aksjologia, funkcjonowanie* [*Contemporary media. Status, axiology, functioning*], Vol. II, edited by I. Hofman, D. Kępa-Figura, Lublin 2009; *Kategorie treściowe w publikacjach dotyczących prezydenckiej kampanii wyborczej z 2005 roku. Analiza dzienników: „Gazeta Wyborcza” i „Rzeczpospolita”* [*Content Categories in Publications Concerning the Presidential Election Campaign in 2005. The Analysis of the Dailies „Gazeta Wyborcza” and „Rzeczpospolita”*] (in:) *Prawne, ekonomiczne i polityczne aspekty funkcjonowania mediów i kreowania ich zawartości* [*Legal, Economic and Political Aspects of the functioning of the*

*Media and Creating their Content*], edited by P. Dudek, M. Kuś, Toruń 2010, pp. 467-479.).

In the area of the third area (the role of the media in the presentation of activities and equalizing women's chances in politics), my scientific papers relate to the following research problems:

a) the role of the media in the debate on parity on electoral lists (*Kwoty na listach wyborczych w 2011 roku. Przedwyborcza debata zwolenników i przeciwników parytetów* [*Quotas on the Electoral Lists in 2011. The Pre-election Debate between the Advocates and Opponents of the Political Representation Parity*] „Roczniki Nauk Społecznych, 2012, Vol. 4 (40), No. 3, pp. 127-138; *Media płaszczyzną debaty o parytetach* [*Media as a Common Ground in Parity Debate* (in:) *Media i polityka. Relacje i współzależności* [*Media and politics, Relations and interdependencies*], edited by M. Adamik-Szysiak, Lublin 2014, pp. 141-158.),

b) the role of the media in presenting the activities of women-candidates in the elections (*Magdalena Gąsior-Marek kontra Joanna Mucha. Lubelskie dzienniki wobec konfliktu kandydatek do Sejmu w 2011 roku* [*Magdalena Gąsior-Marek versus Joanna Mucha. The Lublin Dailies' Accounts of Conflict between the Parliamentary Candidates in 2011*], „Środkowoeuropejskie Studia Polityczne”, 2013, No. 2, pp. 155-167; *Beata Szydło vs. Ewa Kopacz, Elżbieta Kruk vs. Joanna Mucha – kampania kobiet* [*Beata Szydło vs. Ewa Kopacz, Elżbieta Kruk vs. Joanna Mucha – Women's Campaign*] (in:) [*The Faces of Elections. Election Studies and Analyses of the 2015 Parliamentary Campaign in Lublin*], edited by A. Łukasik-Turecka, Lublin 2016, p. 43-59

c) equalizing the chances of women in politics (*Kobiety w jednostkach samorządu terytorialnego w dobie debaty nad parytetami i kwotami* [*Women in Local Government Units in an Era of Debate on Gender Parity and Quotas*], „Roczniki Nauk Społecznych”, 5 (41) 2013, No. 1, pp. 73-85); *Stosunek elektoratu do rozwiązań ustawowych wyrównujących szanse kobiet i mężczyzn w obsadzaniu list wyborczych* [*The Attitude of the Electorate to Statutory Solutions Giving Equal Opportunity to Men and Women in Filling the Positions on Electoral Lists*], „Political Preferences” 2013 No. 6, pp. 47-59; *Obecność kobiet w nieodpłatnych audycjach wyborczych radia publicznego na przykładzie wyborów do PE na Lubelszczyźnie w 2014 roku* [*The Presence of Women in Free Election Broadcasts on Public Radio as Exemplified by the Election to the European Parliament in the Lublin Region in 2014*] (in:) *Kobiety w polityce* [*Women in politics*], edited by M Banaś, Krakow 2017, pp. 51-68.).

In addition to the publications presented above in the highlighted research areas, I published the following articles: *Rola tygodników opiniotwórczych w kształtowaniu tożsamości politycznej w Polsce w latach 1990-2005* [*The Role of Opinion-Forming Weeklies in Shaping Political Identity in Poland in 1990-2005*] (in:) *Tożsamość i komunikacja* [*Identity and*



*Communication*], edited by J. Szulich-Kałuża, L. Dyczewski, R. Szwed, Lublin 2011, pp. 115-126; *Język propagandy politycznej. Analiza wypowiedzi Donalda Tuska* [The Language of Political Propaganda. Analysis of Donald Tusk's Statements] (in:) *Propaganda w systemach demokratycznych i niedemokratycznych* [Propaganda in democratic and undemocratic systems], edited by J. W. Wołoszyn, Lublin 2015, pp. 203-224; *Od przywódcy lokalnego do przywódcy partyjnego. Studium przypadku Janusza Palikota* [From Local To Party Leader. Janusz Palikot: A Case Study], „Athenaeum”, 2013, no. 38, pp. 178-182.

In addition, I am the author of 4 reports (including co-authoring in two cases) published in scientific journals: (*Ogólnopolska Konferencja Naukowa "Wybory do Parlamentu Europejskiego w Polsce w 2014 r. Kampania wyborcza na Lubelszczyźnie - przebieg, narzędzia komunikowania politycznego, wyniki"*, Lublin, 28 maja 2014 [National Scientific Conference „Elections to the European Parliament in Poland in 2014. Election campaign in the Lublin region - process, tools of political communication, results”], Lublin, 28 May 2014, „Roczniki Nauk Społecznych”, 2015, Vol. 7 (43) No. 3, pp. 140-141; *Ogólnopolska Konferencja Naukowa „Kampania wyborcza do Sejmu i Senatu RP w 2015 roku na Lubelszczyźnie”* 3 listopada 2015 roku na KUL [National Scientific Conference „Election campaign to the Sejm and Senate of the Republic of Poland in 2015 in the Lublin region” November 3, 2015 at KUL], „Roczniki Nauk Społecznych”, 2016, Vol. 8 (44) No. 1, pp. 155-156; *Research into the Conditions of Political Attitudes within the Project „Political preferences: Attitude - Identification – Behavior”*, (co-author) „Athenaeum”, 2014, No. 44, pp. 177-182; *Raport z badań w ramach projektu „Preferencje polityczne. Postawy-identyfikacje-zachowania 2013”*, [Research report as part of the project „Political preferences, Attitudes-identification-behavior 2013”], (co-author) „Roczniki Nauk Społecznych”, 2014, Vol. 6 (42) No. 1, pp. 185- 191.).

I am also the author of 1 review of the publication entitled *Radio regionalne w Polsce* [Regional Radio in Poland], edited by Paweł Kuca, Wojciech Furman, Kazimierz Wolny-Zmorzyński, Publishing House of Rzeszów University, Rzeszów 2016, pp. 319; *Radio regionalne w Polsce* [Regional Radio in Poland], „Roczniki Nauk Społecznych”, 2018 , Vol. 10 (46), No. 1, pp. 145-147.

#### Academic and research stays, teaching and internships

My activity in the areas mentioned above was related to, among others with shorter research and teaching visits: in Ukraine (Lviv, Donetsk, Gorlovka) - October 2012, in Ukraine (Lviv, Ternopil) - May 2016 and in Lithuania (Uciana) - November 2017.

I took a longer academic internship, lasting from February to September 2017 at the Institute of Political Sciences of the University of Warsaw (at the Department of Sociology and

Psychology of Politics). As part of the internship I conducted didactic classes in the subject of Media in Politics, I consulted student work, and also participated in scientific seminars organized at the Institute of Political Sciences of the University of Warsaw and in a lecture by prof. dr hab. Marek Wierzbicki from KUL entitled "Contemporary models of patriotism", which I organized for students of INP UW.

#### Participation in research projects

In 2012-2016, I was a member of the research team of a nationwide research and development project entitled "Political preferences. Identities-attitude-behavior ". Researchers from 9 major research centers in Poland had an active part in it (University of Silesia, University of Warsaw, University of Wrocław, Nicolaus Copernicus University in Toruń, University of Gdańsk, University of Szczecin, John Paul II Catholic University of Lublin, University of Warmia and Mazury, and Adam Mickiewicz University in Poznań). As part of the project, we conducted annual empirical studies on a representative sample of adult citizens (N> 1000), statistical data elaboration as well as their detailed interpretation in various current socio-political contexts. As a result of these studies, I published 4 articles in the scientific journal „Political Preferences” (earlier name: „Preferencje Polityczne”).

#### Participation in national and international conferences

I verified the results of my research by participating in congresses and scientific conferences. After obtaining the doctoral degree, I participated in **31** congresses / scientific conferences, including 4 international, 24 nationwide and 3 local ones. Personally, I organized 3 nationwide scientific conferences; in the case of three others - I have co-led them; during one of the conferences I was a member of the scientific committee, I also conducted a pre-election debate at KUL and moderated the discussion (list of conferences in Annexes No. 3 and 4).

#### Membership in scientific societies and editorial committees of scientific journals

An important role in my activity is played by membership in national scientific societies:

- Polish Society for Social Communication (since 2008 I am a member of PTKS, section: Political communication)

- Polish Political Sciences Society (since 2013 I am a member of the Polish Association of Patients, Electoral Research Section). In June 2016, I was elected a member of the Management Board of the Lublin Branch of PTNP - this function has been full until now.

Among the important manifestations of my activity are also membership in editorial committees of two scientific journals:

- „Roczniki Nauk Społecznych”. Since 2012 I am the thematic editor of the „Annals of Social Sciences” and an editor with the right to pre-select texts and select reviewers;



- „Political Preferences”. Since 2016 I am the thematic editor of "Political Preferences".

#### Promoter and reviewer of BA theses and reviewer of scientific articles

I am a supervisor of 28 bachelor's theses in the field of Politology. In 40 cases, I was the reviewer of bachelor's theses on the faculties: Politology and National Security.

I am a reviewer of 5 articles published in scientific journals: „Pisma Humanistyczne” - (reviewed 2 articles), „Political Preferences” - (reviewed 2 articles) and „Zeszyty Naukowe Towarzystwa Doktorantów Uniwersytetu Jagiellońskiego” (reviewed 1 article). I also make an initial review of articles sent to the editorial staff of „Roczniki Nauk Społecznych”.

#### Awards

My achievements also include awards received after obtaining the doctoral degree:

- individual prize of the IV degree Rector of the John Paul II Catholic University of Lublin "for original and creative scientific achievements" obtained in 2011

- individual prize of the third level of the Rector of the John Paul II Catholic University of Lublin for "outstanding organizational and social activity and popularization of science" obtained in 2015.

#### Didactic activity and activity in the field of popularizing science

My scientific activity translates into didactic activity and activity in the field of popularizing science. Teaching duties at the Faculty of Social Sciences of the Catholic University of Lublin include in my case lectures, classes, seminars and seminars for students studying in the following fields: National security, International relations, Journalism and social communication, as well as Political Science (until 2015), carried out in two institutes of the Catholic University of Lublin : The Institute of Political Sciences and International Affairs and the Institute of Journalism and Social Communication. From 2009 to the present I have run and / or run the following subjects at KUL: *Analysis of media messages, Voice and speech art, Political communication, Social communication, Political marketing, Political marketing in election campaigns, Methods and techniques in political marketing, Media in election campaigns, Media in the security system, Science on politics, Political impact, Public opinion, Polish election campaigns, Leadership, Political journalism, Political advertising.*

I conducted lectures and educational workshops for listeners of the University of the Third Age in Świdnik (2014) and students of elementary school, middle school and high school in Lublin and Świdnik (in 2014 and 2017).

I am a co-founder of the KUL Expert Team, which was created to share knowledge and research of KUL's academic staff with the public through the media. I am an active member of ZUL KUL from the beginning of the band's formation, ie February 2015, and from February

12, 2016 - a member of the Presidium of the Union of Catholic Socialists; a permanent commentator on political events in regional and nationwide media (TVP1, TVP2, TVP Info, TVP Polonia, TV Trwam, Polish Radio 24, Polish Radio Lublin, Radio eR, „Gazeta w Lublinie”, „Kurier Lubelski”, „Dziennik Wschodni”, „Guest of Sunday Lublin”).

#### Other functions performed

After obtaining the doctoral degree, I performed and perform the following function:

- Member of the Scientific Council of the Institute of Political Sciences and International Affairs of the Catholic University of Lublin (member of the election from 2012 - no more, two terms);

- Supervisor of the year in the field of Politology (bachelor and supplementary MA studies, in 2010-2015);

- Supervisor of the year in the field of National Security (undergraduate studies, in 2017-still);

- Promotion Coordinator at the Institute of Political Sciences and International Affairs of the Catholic University of Lublin (01.2016 - still).

#### Cooperation with institutions

I cooperate with the District Bar Council in Lublin in the field of public relations, including media relations (11.2015 – still).

*Chryzostom Lubelski - Tulecha*

*CHT.*