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Summary of Professional Accomplishment

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

2.1. Doctoral degree of humanities in the field of history, granted by the resolution of the Council of the Faculty of Philosophy and History of University of Lodz from December 17, 1992. Doctoral thesis entitled: "Siemowit IV. Biographical outline". The promoter of the dissertation was prof. dr hab. Aleksander Swieżawski from University of Lodz. The reviewers were: prof. dr hab. Henryk Samsonowicz from University of Warsaw and prof. dr hab. Jan Szymczak from University of Lodz.

2.2. The master's degree in philosophy on the basis of the work: "The Concept of Tolerance According to Herbert Marcuse", obtained in 1985 at the Faculty of Philosophy and History of University of Lodz after studies in the field of philosophy.

2.3. Master's degree in history based on the work: "Mazovian Separatism in Polish Historiography", obtained in 1982 at the Faculty of Philosophy and History of University of Lodz after studying history.

3. Employment in scientific institutions:

I started my first job in 1983 as an academic teacher at Higher Teacher Education School in Częstochowa, where I worked as an assistant and then a senior assistant in philosophy, conducting philosophy and Polish history classes. I left HTES in 1993, when I began working at Polish Television SA. I came back to didactic and academic work in 2000. I was then employed at Academy of Humanities and Economics in Lodz as an adjunct in Department of Journalism. In the years 2000-2006 I was a deputy dean of Journalism and Social Communication, and from 2000 to 2016 I was the head of the Journalism Department. In the years 2006 - 2009, I cooperated with University of Lodz, where I conducted classes in journalistic genres and investigative journalism (on Faculty of Philology and Faculty of Political and International Studies). In AHE (from 2009 the school has changed its name to University of Humanities and Economics in Lodz) I worked until 2017. In 2017, I received from the authorities of UHE a diploma of recognition for my many years of didactic work. In 2010-2011 I was also employed at School of Entrepreneurship and Management in Łódź.

Since 2011 I have been a full-time employee at SWPS University of Humanities and Social Sciences in Warsaw, in Department of Journalism, where I teach (lectures and classes) in Journalism and Social Communication in the following subjects: (1) Journalistic genres, (2) Genres, forms and media formats, (3) Journalistic sources of information, (4) Investigative journalism, (5) Media sociology, (6) Media systems in the world, and (7) Media in the face of social problems.

4. Indication of scientific achievement required by the Polish act of scientific degrees: art. 16.2 of the Act of 14 March 2003 on academic degrees and academic title as well as degrees and title in the field of art (Journal of Laws No. 65, item 595, as amended)

As the achievement constituting the basis to apply for granting a postdoctoral degree I am indicating the project entitled: *The theories and concepts of news in historical development and their practical application in the research of news messages in the media.*

The scientific achievement is a series of 27 thematically related publications in Polish and English. It consists of: a monograph, 10 articles in scientific journals and 16 chapters contained in collective works.

4.1. List of publications which constituted to this achievement:

1. A) Title of scientific achievements:

The theories and concepts of news in historical development and their practical application in the research of news messages in the media.

2. (B) Publications forming the scientific achievements:

Monograph:

1. *Theories of News. History – definitions – contexts – discourses of News in the Western culture*, Dom Wydawniczy Elipsa, Warszawa 2018.

Chapters in Monographs:

1. *Media representations of the world. Analysis of information in the press, radio, television and the Internet* [in:] *Studies and dissertations*, ed. J. Podgórecki, 2ed., Opole 2004, pp. 213-225.

2. *TV News as a factor of political manipulation*, [in:] *Mechanisms of persuasion and Manipulation*, eds. G. Habrajska and A. Obrębska, Wydawnictwo „Piktor”, Łódź 2007, pp. 321-327.

3. *Journalistic objectivity and investigative journalism. Typological Analysis*, [in:] *On Investigative journalism. Standards, Threats, Perspectives*, eds. M. Palczewski and M. Worsowicz, WSHE, Łódź 2009, pp. 65-84.

4. *News Values in the American and European theories of news selection*, [in:] *Communication and media theories*, vol. 1, eds. M. Graszewicz and J. Jastrzębski, Oficyna Wydawnicza ATUT, Wrocław 2009, pp. 199-222.

5. *A few comments about tabloidization of news*, [in:] *News and investigative journalism in the face of challenges of the 21st century*, eds. M. Palczewski and M. Worsowicz, AHE, Łódź 2010, pp. 73-84.

6. *New Paradigm of News, Infotainment and Tabloidization. The examples from TVP “Wiadomości” and TVN “Fakty”*, [in:] *People of Polish media. Celebrities and Editors*, eds. K. Wolny – Zmorzyński, W. Furman, B. Nierenberg, J. Marszałek-Kawa, Wydawnictwo Adam Marszałek, Toruń 2010, pp. 34-47.

7. *News Paradigm in the Past and Now* [in:] *Journalistic perspectives of specialization*, ed. R. Polak, Konsorcjum Akademickie, Kraków – Rzeszów – Zamość 2010, pp. 35-56.

8. *Analysis of TV news discourse* [in:] *Cultural Discourses*, ed. K. Stryjski, Wydawnictwo Społecznej Wyższej Szkoły Przedsiębiorczości i Zarządzania, Łódź 2011, pp. 55-74.

9. *The truth about News. Definition – limits of cognition – contexts* [in:] *Communication and media theories*, vol. 4, eds. M. Graszewicz and J. Jastrzębski, Oficyna Wydawnicza ATUT, Wrocław 2011, p. 53-73.
10. *The discourse of the end of journalism*, [in:] *Communication and media theories. Correctness and appropriateness in communication*, vol. 6, ed. M. Graszewicz, Oficyna Wydawnicza ATUT, Wrocław 2013, pp. 245-258.
11. *New new news values* [in:] *Communication and media theories*, vol. VII, red. M. Graszewicz, Oficyna Wydawnicza ATUT, Wrocław 2014, pp. 97-105.
12. *McJournalism as a form of tabloidization of media in Poland* [in:] *Ideas, values, words in public life and advertising*, eds. L. Kuras, G. Majkowski and A. Fadecka, AHE, Łódź, 2016, pp. 93-102.
13. *Types of news in the Polish tabloids ("Fact" and "Super Express")*, [in:] *Communication and media theories*, vol. 9, LIBRON-Filip Loher, Wrocław 2016, pp. 293-308.
14. *Destruction News Paradigm in modern journalism* [in:] *Communication and media theories*, vol. 10, ed. M. Wszolek, LIBRON, Wrocław 2017, pp. 101-111.
15. *The World of fake news. Driving forces and consequences* [in:] *Information security in the Post-truth era*, eds. T.W. Grabowski. M. Lakomego and K. Oświecimskiego, Wydawnictwo Naukowe Akademii Ignatianum w Krakowie, Kraków 2018, p. 155-186.
16. *Theories of truth in News* [in:] *From theory and practice of social communication. Status and development of research in Poland*, eds. K. Konarska A. Lewicki, P. Urbaniak, Wydawnictwo Libron, Wrocław 2018, pp. 53-62.

Articles in scientific journals:

17. *The term news – its concept and definition in Anglo-Saxon tradition. A review and classification attempt*, "Studia Medioznawcze", No 3 (38)/2009, pp. 50-65.
18. *Galtung and Ruge's theory of news values and its subsequent modifications*, "Media – Kultura – Społeczeństwo", No. 1 (4)/2009, pp. 191-203.
19. *Ontological news models. Issues related*, "Studia Medioznawcze", 2 (41) /2010, pp. 145 – 148.
20. *The concept of Framing and its use in "Wiadomości" TVP and "Fakty" TVN news broadcast research*, "Studia Medioznawcze" 1 (44) / 2011, pp. 31-41.
21. *On the benefit of journalist epistemology*, "Studia Medioznawcze" 3 (46) / 2011, pp. 119-122.
22. *Tweet as a variety of news or new (postmodern) journalistic genre?* "Nowe Media", 4/2013, pp. 31-50, Wydawnictwo UMK w Toruniu, Toruń 2014.
http://apcz.pl/czasopisma/index.php/Nowe_Media/article/view/NM.2013.002

23. *New Culture of News – Twitter and Facebook*, "Kultura i Wychowanie", No. 9 (1) / 2015, pp. 159-167. http://www.pedagogika.eu/kiw_09/kiw_9.html
24. *Selection of information in the media. Principles, values, manipulations*, "Journalism Research Review Quarterly", No. 2/2015, pp. 85-101. <http://www.naukowy-przeglad-dziennikarski.org/content/naukowy-przegl%C4%85d-dziennikarski-2015-14>
25. *The frame of negativity in tabloid news and its language form*, "Media—Kultura-Społeczeństwo", No. 11-12/2016-2017, pp. 109-114.
26. *Fake news. Continuation or rejection of the traditional News Paradigm?* „Acta Universitatis Lodzensis. Folia Litteraria Polonica” 5 (43) 2017, pp. 23 – 34. http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.hdl_11089_24042/c/5_2_23_-34_Palczewski_M..pdf

4.2. Discussion of the scientific purpose of the above-mentioned works and results achieved, and discussion of their possible use.

The main purpose of my media research was, firstly, to define and characterize the phenomenon of news, its history and evolution. Secondly, to analyze different theories of news emerging in the Anglo-Saxon culture. Thirdly, the application of these theories (including the theory of framing, the theory of news values, the theory of discourse) to empirical research concerning news messages in the press, radio, television and the Internet. For the need of such goals, the following issues have been formulated, researched and discussed in scientific publications in articles, chapters in monographs and in a monograph (I present only those which have formed the core of my research):

News as a Journalist genre

In Polish media science, news is understood in a heterogeneous way. There is no universally accepted definition and concept of news. In general, news is called short information on current topics (Fras, 1999, Furman, Kaliszewski and Wolny-Zmorzyński, 2000). In the Anglo-Saxon tradition, there are many definitions of news and extensive concepts derived mainly from sociological, political and media research and journalistic practice. In the series of articles and chapters contained in monographs, I have analyzed what news is, what elements it consists of, what is its history and how news changed from the oldest to the contemporary forms. As a result of this research I have, among other things, created a typology of definitions of news with the division into journalistic, scientific and also division into categories on the basis of criteria taking

into account the processes of creating news, its functions, epistemology and ontological status. An important component of the news is the so-called news values, which serve as a criteria for recognizing news events. News values are also an essential part of the gatekeeping processes, i.e. the selection of information. As one of the first researchers in Poland, I have drawn attention to the existence of many different theories of news values. As a result of the analyzes, I determined a list of news values most wanted by journalists. The information taxonomy derived from the research and from news values served as tools for the research on representation of the world in news services in the press, radio, television and on the Internet.

News paradigm and its Evolution

The issue of news paradigm has so far been rarely addressed in Polish media studies. It requires a precise definition of the concept of news paradigm. Despite the attempts made by western researchers (including Shoemaker and Reese, 1991, Esser and Umbricht, 2014, and above all Høyer, 2005), it still remains blurred. The concept of the paradigm comes from the work of Thomas Kuhn (1962). For the needs of media studies, it has been adapted, among others by a Scandinavian researcher Sverre Høyer, according to whom the news paradigm consists of five elements: events, information values, interview, inverted pyramid and objectivity. In my research, I have shown mutual relations between them. I have also dealt with - as a research problem - an analysis of the evolution of this paradigm that has taken place over the last few decades. As a result of this research, I have found that there is not only one paradigm of news, as there are at least two competing paradigms in the media: internet-newspapers and TV-tabloid. The traditional paradigm described by Høyer was destroyed as a result of tabloidization processes and as a result of the emergence of civic journalism and fake news. The traditional paradigm of news in favor of hybrid forms, especially in the online media, is obsolescent in modern media.

News framing and frames of news

Issues regarding the occurrence of news frames appeared in the 1990s. The news framework suggests to media users how they are supposed to think about the presented issues and events (Iyengar, 1991), and also underline which information is meaningful, noticeable and taken in memory (Entman, 1993). For some researchers, the framing theory is considered the second stage of the agenda-setting theory. The processes of

creating the framework and the framework analysis have been objects to extensive media studies (Scheufele, 1999, 2000, de Vreese, 2002, 2005, D'Angelo, 2010, 2018). What particularly interested me in the framing analysis was the reference of the researchers' framework for empirical research on the news and the use of this method for own research. In Polish science, the first studies of this type were conducted by Ewa Nowak and Rafał Riedel (2008). My publication is related to the use of framing for the analysis of television news (2011). It has proven, among other things, the dominance of the "conflict" frame in political news.

Issues of objectivity, truth and knowledge in media messages

In my research on objectivity and truth in journalism, I have focused on the comparative analysis of traditional journalism and investigative journalism (2009). I have also presented my own interpretation of the epistemology and ontology of news in the context of various concepts of truths constituting the paradigm of news (2010, 2011, 2018) and in relation to knowledge contained in journalistic news (2011).

New forms of news and deformation of the old ones: Twitter and fake news

The birth of the Internet and online journalism have put the focus on the problems associated with the journalistic genology. There have been new types of journalistic statements, such as tweets, blogs and posts. As a result of my research I found tweets to be structurally and functionally different in relation to existing forms, post-modern types of news, characterized by hybridity. In several publications (2013, 2014, 2015), I have analyzed the sources of information for journalists in a special way, showing the usefulness of new media in journalistic work (especially Twitter), and I have pointed out the threats caused by insufficient verification of sources.

The development of the Internet favors the spread of news fake. This phenomenon has been analyzed in several works (2017, 2018) discussing the history of fake news, investigating their causes and effects in the public sphere. I have also made a critical analysis of the fight against fake news. The culmination of my research will be a book about the phenomenon of false information in the context of post-truth, the publication of which I am planning for 2019.

4.2.1. General characteristics of the Research

In the dissertations and articles based on scientific achievement, I have tried to answer questions about history, changes, causes of evolution and the future of the news, and analyzed the theories of the news explaining the above-mentioned phenomena and processes. All these considerations were synthetically presented in a monograph on theories and concepts of the news, which appeared at the end of 2018. In analyzes I have used scientific research methods correlated with the subject of the research. In the case of research into scientific theories, these were mainly content analysis (qualitative and quantitative), text exegesis, interpretative analysis and discourse analysis. The methods of comparison, generalization and inference were also used. In relation to empirical research (types of news, news framework or quantitative research), the following were used: content analysis (qualitative and quantitative), frame analysis, semiotic analysis and (in several articles) case study method (review of methods: E. Babbie (2009), *Podstawy badań nauk społecznych*, Warszawa; Ch. Frankfort-Nachmias, D. Nachmias (2001), *Metody badawcze w naukach społecznych*, przeł. E. Hornowska, Poznań; A. Kaliszewski, E. Żyrek-Horodyska (2018), *Kilka uwag o metodach analizy tekstów dziennikarskich* [w:] *Metody badań medioznawczych i ich zastosowanie*, pod red. A. Szymańskiej, M. Lisowskiej-Magdziarz i A. Hess, Kraków, s. 113-165; A. Świątecki (2003), *Zarys metod badawczych w naukach społecznych*, „Studia Medioznawcze”, nr 2 (12) s. 11-23; R. D. Wimmer, J. R. Dominick (2008), *Mass media. Metody badań*, przekład T. Karłowicz, Kraków).

4.3. Monograph

In the book “Theories of News. History - definitions - contexts - discourses of News in the Western culture” the main research goal has been to analyze selected news theories that dominated the media debate among scientists from the Anglo-Saxon culture or publishing in English (political scientists, sociologists and media experts, as well as journalists) in such themes as: history of news and definitions of news; cultural, political, social and organizational foundations of the theory of news values and gatekeeping (information selection); news framing building and effects; theories of the news discourse; cultural and economic determinants of tabloidization processes; the role of infotainment in news messages; phenomenon of objectivity (issues of ontology, epistemology and news ethics) and reflection on the changes to the news paradigm in relation to the emergence of new technologies and new forms of interpersonal and media

communication, in which the receiver/customer of the message becomes a prosumer and a new medium. The issues outlined above have been analyzed in ten chapters of the book. The research corps consisted of books, monographs, articles and brief media statements that were most often cited in western literature and had the greatest influence on the discourse of the news theory.

Theories and issues related to the news have been analyzed in two dimensions - in the diachronic and synchronous ones, and by means of two basic methods: content analysis (primarily qualitative, but with admixture quantitative analysis components) and discourse analysis, understood as text analysis in context (media, social, political, philosophical, etc.). The aim of these analyzes was to determine the main development trends regarding the theory and concept of the news, to show the causal relationships that exist between them and their embedding in a broader socio - political - historical context. The scientific hypothesis, confirmed in the research, was the idea that in the western culture of the news there are close links between socio-political thought and liberal democracy and theories of news that grew on the basis of a certain cultural order (philosophical, political, social and economic). As a result of the research, synthetic conclusions were formulated, presented at the end of each chapter and in the summary of the book's content.

When discussing the scientific topic outlined above, one should take into account the fact that news has a long tradition in European history, and the concept of news is understood in this book in the way it is understood in English and American literature. Anglo-Saxon (or, more broadly, within the influence of Anglo-Saxon culture) is news that has news values, such as timeliness, meaning, element of surprise, unexpectedness, reference to elite people, etc.

In chapter I of the monograph, I have presented the development of this journalistic genre (news) from Antiquity to the present, while its variants were discussed, both in the press, as well as on the radio and television. My aim was to show causal relationships between the economic conditions and the technology of news production and the increase of its importance in modern and contemporary times. In Polish literature, there has been a lack of considerations on this subject.

In Chapter II, I make a comprehensive analysis of various news definitions in chronological order and in accordance with the criterion of the division into definitions

of practitioners (journalists) and theoreticians of the media (media historians, sociologists, political scientists, semiotics, etc.). The definitions created by journalists have a utilitarian character and serve as patterns in the process of "gathering" and redacting the news. However, journalistic definitions did not reveal the essence of the news nor broaden the contexts in which the news functions, and yet they have political, social, ideological or philosophical conditions. This problem was taken up only by media experts, sociologists and media philosophers. Different ontological, epistemological and axiological assumptions underlie various definitions of the news. News is also a historical, organizational, production, economic, ideological, social, political and cultural phenomenon. The work draws attention to the wealth of Anglo-Saxon definitions, the multiplicity of methodological approaches, pluralism of theory and a kind of "internal" discursiveness, in that the discussion conducted by scientists had a small impact on journalistic practices. The studies of the definition of news and their presentation in the form of a succinct typology are to a large extent innovative in the field of Polish media studies and probably belong to few such studies in the world.

Chapter III problematizes the analysis of the theory of news values. The next chapter (IV) has for the subject the theory of gatekeeping. With full awareness, I am dividing these two groups of theories, because the first relates primarily to journalistic axiology, while gatekeeping mainly concerns the criteria for the selection of information, among which one of many are news values. It can be assumed that the theories of news values (TNV) are a subcategory of the gatekeeping theory (GT). In Polish media science, often these two concepts are identified with each other. It should be emphasized that although there are relationships and dependencies between them, they do not mean the same class of designates. In "Theories of news ..." one will find, among other things, questions about ontological status, scope, significance, impact and criteria for recognizing news values. A comparison of many scientific concepts leads to the conclusion that the almost universal agreement on the particular importance of certain values (including news, relevance, scale of events, personalization or proximity) indicates the methodological procedures developed in practice and the existence of a specific paradigm values. Their systematization in the chronological order (and in a sense, hierarchical) shows the correlations and mutual influences that take place between them. In Poland, the theory of information values was discussed, among others, by Stanisław Michalczyk (2013) and Agnieszka Stępińska (2014 - 2015).

The wider theory than TNV is the gatekeeping theory. As already mentioned, this is a theory related to the selection of information. In this stream, the work of Pamela Shoemaker had a dominant influence on the other theories (concepts). It should be noted that GT is closely related to the theories of framing and agenda-setting. The question about the criteria for selection of information seems decisive when it comes to the whole process of news creation, because news is not what is "on the street" but is a complex cultural and cognitive-productive process, as Teun van Dijk wrote in details. In the scientific dissertations analyzed by me, among others things, I put questions about criteria of the selection of information, psychological and social aspects of decisions taken, their nature and effects on media messages. The monograph discusses and analyzes in detail both these issues as well as historical issues of the concept of gatekeeping and specific relations between GT and TNV, as well as between GT and the theories of framing and agenda-setting.

As already mentioned, the theory related to TNV and GT is the theory of framing. Research on the problems of framing and the news frames has been going on since the 1980s. Foundations for the framing and frames in media science were laid by earlier theories in the areas of cognitive psychology, anthropology and sociology. In Poland, the first attempts to apply the theory (methodology) of framing to empirical research fell on the first decade of the 21st century (Nowak and Riedel, 2008). From the beginning, one of the trends of research closely associated the framing with the agenda-setting theory, recognizing it as its second level (McCombs, 2008). Simplifying the notion, it can be said that while according to the agenda-setting theory, the media tell people WHAT to think about, according to the theory of framing the media suggests HOW people should think about events. Framing also explores the impact of the framing-effects. In the comparative studies of "Wiadomości" TVP and "Fakty" TVN I have used the framing analysis based on the methodology used by western authors. In a separate article, I have broadened the range of application of the framing analysis to research on other journalistic (non-informative) genres. In this area, they were probably the first research of this kind in the field of Polish media studies.

Chapter VI of this monograph deals with the little-known issue of news paradigm. In fact, this issue has been addressed in a few publications, the most famous of which is a monograph edited by Scandinavian researchers (Høyer and Pöttker, 2005). As mentioned above, the concept of a paradigm comes from the work of Thomas Kuhn "Structure of scientific revolutions". In order to describe the journalistic field, the first

one was used by Robert A. Hackett (1984). The theory of the news paradigm is based on the assumption that there is a model, a pattern of news, developed in a long historical process and rooted in journalistic practice, built on compliance with the appropriate rules of the workshop and ethics. According to the definition of Svennik Høyer from 2005, the news paradigm consists of five elements: events, information values, reporter's interview, inverted pyramid and objectivity. In media science, all these elements are still under discussion. In this monograph, I focus primarily on the discourse related to journalist objectivity (Chapter VII). The dispute over objectivity has a long tradition. It concerns, among others such issues as: beginnings and history of objectivity, definition, the essence of objectivity, origin, conditions for its existence, the need and legitimacy of applying the rules of objectivity in journalistic practice, changes in attitudes towards objectivity, caused by the emergence of civic and online journalism, etc. In the book "Theories of news ..." this discourse was presented in the historical, philosophical (ontological, epistemological and ethical) and political aspects. The birth of objectivity - according to different theories - occurred in the period from the mid-nineteenth century to the 1920s. The development of the theory falls on the 1920s and the following decades of the 20th century, while in the 1950s and 1960s the concept of objectivism in journalism is becoming more and more popular, which was primarily a political background, and was later conditioned by the emergence of new philosophical currents. The term "objectivity" itself appeared for the first time in the textbook of Charles Ross "Writing the News" from 1911. For the establishment of journalistic attitudes, the concept of objectivity as a strategic ritual by the American sociologist Gaye Tuchman (1972) was of great importance. In the book on theories of the news, all the most important concepts of objectivity were presented, with a careful analysis of both critical and apologetic discourse, showing the three main stages of development of these discourses and their interaction. Recent statements on objectivity take into account the impact of the latest technological changes on journalistic practices and the growing importance of online messages. The analysis of media reports on objectivity shows that this is an issue around which the scientific discourse is still vital and meaningful. It shows that the importance of the notion of objectivity has recently undergone evolution under the influence of technological changes, postmodernist philosophy and journalistic reflection on the processes of creating news in media production and social perception. The rejection of the traditional concept of objectivism was possible thanks to the influence of ideas from the area of social sciences and humanities. Challenging the philosophical image of the world based on positivism, the development of cognitive

science, constructivist theories and the emergence of new forms of interpersonal communication resulted in a change in the journalistic paradigm and resignation from the current model of objectivism towards the concept of active, pragmatic objectivity, taking into account the cognitive abilities of man.

Another, very important problem in the news discourse is the so-called tabloidization of media and news. The analysis of this concept refers both to the history of tabloids and to the processes referred to as tabloidization, emotionalization, trivialization, simplification and sensationalization of content, and the introduction of a large number of visual elements to media messages. The phenomenon of tabloidization also consists in taking over the so-called serious, qualitative press, features of the tabloid press. Sorting the discussion about tabloids and the presentation of both threats and positive values that the tabloidization processes may create for the public sphere was one of the scientific goals I have set for myself.

In the news research, scientists from the Anglo-Saxon and West European areas used various methods, including content analysis (quantitative and qualitative), framing analysis, close reading, semiotic analysis, ethnographic interview and comparative analysis. In the 1980s, the analysis of discourse spread through the work of a Dutch researcher Teun A. van Dijk. Van Dijk defined discourse as a language in use, a communication event and as a text and statement in context (2001). He also initiated the use of the term in the media sciences, or more precisely, in the analysis of the news. He introduced two key concepts for further analyzes: "macrostructure" and "superstructure", with the help of which he characterized the discourse of the news. The global form of discourse describes superstructures, and macrostructure is the overall meaning of the text. News - according to van Dijk - is a type of discourse, just as everyday conversations, class discussions, stories or textbooks. According to van Dijk, the news discourse should not be seen only as a ready product of the activity of gathering information. It is a manifestation of a complex process in which knowledge, beliefs and opinions are linked to information about events and social contexts of news production as well as representations of the reading public.

At the beginning of the second decade of the 21st century, the notion of fake news spread in the media literature - as a false and, at the same time, deliberately misleading news. The discussion on this last issue lasts only a few years and synthetic research on this phenomenon is still missing. In the book on theories of the news, I analyze the

threats posed to modern journalism. I am criticizing the possibilities of effective fight against fake news whose presence changes the media landscape and makes the paradigm of news and journalism subvert.

As a monograph, the book "Theories of News. History - definitions - contexts - discourses of News in the Western culture" is probably one of the first publications in Poland, addressing the problem of discourses about news conducted in Western culture in its English-language version. The work covers a period of over 2,000 years of "press" and "journalism" and more than 100 years of discussion on objectivity, tabloids, news values, gatekeeping theory, framing, etc. The bibliography consists of about 500 scientific works published in English (own translation - MP) and dozens of works by native authors in Polish. In the Annex, I have discussed Polish media-related literature referring to the above-mentioned issues, with particular emphasis on the definition and concept of the news.

In my monograph I have used the following research methods: content analysis, discourse analysis, text analysis, relying on the exploration of parts of the study and the study of relationships between them (for instance: between theories), as well as the synthetic method of generalizing and combining individual elements in all (see the literature mentioned above, in particular: Babbie, 2009; Frankfort-Nachmias, Nachmias, 2001; Kaliszewski, Żyrek-Horodyska, 2018, s. 113-165; Świątecki, 2003).

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4.4. Discussion of selected scientific articles and chapters of monographs constituting the scientific achievement.

I began my research on news in 2004. The first article concerned the world's media representations. I analyzed in it - using a comparative method and content analysis - 377 pieces of information that appeared in the period from 8 to 14 January 2004 in "Gazeta Wyborcza", "Rzeczpospolita", Radio TOK FM, Wiadomości TVP and on Onet.pl. The categories examined were: origin of news (domestic or foreign), topic (a dozen or so varieties), attitude to reality / assessment (positive, negative, positive / negative, neutral) and actors (representatives of political elites, people unknown to the public, etc.). The research revealed large differences in the media's messages. Over 30 percent news were negative information; political (43.2 percent) and sensational (38.5 percent) dominated (position No. 1, chapters in monographs, in the above-mentioned bibliography).

The contents of information services (“Wiadomości” TVP and “Fakty” TVN) were also analyzed - by means of content analysis - in the context of tabloidization processes and infotainment dominance. The categories defining tabloidization trends adopted in the study included, among others, increasing the number of soft news in information messages at the expense of hard news, domestic news at the international expense, and more frequent presence of *human interest* stories (item No. 6). The processes of tabloidisation of the news are accompanied by the emergence of new, entertainment types of news and are associated with the growing importance of popular and commercial television (No. 5, 13, 25). One of the varieties of tabloidisation of the news is macjournalism (No. 12). The last thematic topic has not yet been addressed by Polish media experts.

Several works referred to the theory of framing (numbers 20, 25). Based on the known typologies of the frames - including Russel W. Neuman, Marion R. Just and Ann N. Crigler, as well Holli A. Semetko and Patti M. Valkenburg - I have analyzed the basic frames appearing in "Wiadomości" TVN and in "Fakty" TVN. I have analyzed 129 news items from a random week of 2009 (September 7-13); the main frames in the work of these scientists (conflict, human interest, responsibility, morality and economics) have been operationalized in the form of research questions. Based on them, it was possible to decide what frames had appeared in a particular piece of news. Studies have shown that the majority of messages were presented by the conflict frames (29.8% in TVN and 22.3% in TVP), and that TVP and TVN used the frame of morality the least. The results of these studies were presented at an international scientific conference organized by the Faculty of Political Sciences and Journalism of Adam Mickiewicz University in Poznań (the main organizers of the conference were Prof. Agnieszka Stępińska and Prof. Dorota Piontek. One of the most famous media researchers in Europe, Prof. Paolo Mancini, took part in the conference). The framing research was one of the first in Poland. A few years later, the subject of my analysis was the frame of negativism in tabloids: its role and form of language as well as impact on the reader (No. 25).

In television news research, I have also used the method of discourse analysis. Through the use of categories relating to the production, construction and transmission of television news, I have shown how television messages produce a social image of reality. The analysis showed that the news does not directly describe the world, but the journalistic (and more broadly: media) observations of the world; we observe the mediatized reality (No. 8).

The next topic raised by me in scientific articles have been the issues of manipulation (television news) and the selection of information. A frequent example of manipulation is political news, serving both the ruling and the opposition parties. Manipulations of political information in extreme cases can lead to the outbreak of international conflicts or change of government. In Poland, this type of example (described by me using the case study method) was the TVN program "Teraz MY!" by Andrzej Morozowski and Tomasz Sekielski based on hidden-camera recordings of conversations between politicians (No. 2 and 24).

In my research work I have also dealt with a phenomenon which I called the new culture of news on the Internet (on Twitter and Facebook). Through analyzing the messages of world media, I have described a new (post-modern) form of news, which is characterized by a changed structure and function in relation to the traditional (No. 22, 23). I have shown that tweets do not meet the criteria set by the news paradigm: they do not have the structure of an inverted pyramid (they do not have a separate lid, corpus, title or background), they answer a limited set of journalistic questions, they refer to very few news values. Tweet can be defined as a new, exclusively online, hybrid and polymorphic journalist genre, combining the characteristics of different journalistic genres in connection with new technology.

Using my philosophical education, my research also included ontological and epistemological issues of the news (No. 1, 3, 7, 9, 11, 14, 16, 19, 21). I dealt with, among other things, issues of journalistic objectivity, concepts of knowledge and theories of truth constituting the epistemological and axiological legitimacy of the news. The overall characterization of these studies seems to be pointless, however, it should be mentioned that the individual topics are interrelated, and their synthetic approach was reflected in the monograph presented earlier. Ontological and epistemological issues are extremely important for understanding the foundations of journalism. Journalism is based on several pillars (myths), among which there are a myth concerning objectivity, true knowledge (truth) and belief in the possibility of full verification of facts. Challenging one of these pillars would deprive journalism of its existence. In several works, I have analyzed the status of journalistic knowledge, created an original classification of new news values on the basis of European media studies and deconstructed the news paradigm, pointing to the factors that led to its destruction. In one of my recent dissertations (on theories of truth in news - No. 16) I have classified the theories of truth constituting the philosophical foundation of the news.

For several recent years, my interests have focused on the study of fake news as a complex historical, social, psychological, political and journalistic phenomenon. In my research I used methods of content analysis, case studies and the method of discourse. Fake news appears as a significant threat to freedom of speech and the entire public sphere, because it undermines Paul Grice's conversational rules, while we know that the media tacitly accept the assumption that the purpose of journalistic information is truth and authenticity (based on knowledge and facts). Historically, the predecessors of fake news are rumors, unverified information and canards (hoaxes). Today, fake news is derived from satire and from the concept of "truthiness", philosophically connected with post-truth. An additional factor conducive to the development of news fake has been the introduction of new media technology (the Internet) and the change of the news paradigm from objective orientation to subjectivist. The emergence of information bubbles with its own catalog of truths intended for specific recipients, characteristic of Facebook, meant that the expansion of fake news did not encounter resistance from recipients, unwittingly duplicating media fairytales and half-truths. The process of erosion of traditionally understood news has gone so far that there are hardly any ways to stop it and we have to get used to living with the "virus" of fake news (Levinson, 2017).

5. OTHER AREAS OF SCIENTIFIC INTERESTS AND OTHER RESEARCH AND RESEARCH ACHIEVEMENTS.

In addition to the mainstream mentioned above, my reflections focused on several other problems and research issues. **There have been 7 articles in scientific journals and 6 chapters of my authorship in collective works. In addition, I am a co-editor of 3 monographs on theoretical issues of investigative journalism and theory of news.**

Here is the list of these publications:

Scientific Monographs:

1. *Investigative Journalism. Theory and practice in Poland, Europe and the United States*, eds. M. Palczewski and M. Worsowicz, WSHE, Łódź 2006.
2. *On Investigative journalism. Standards, Threats, Perspectives*, eds. M. Palczewski and M. Worsowicz, WSHE, Łódź 2009.
3. *News and investigative journalism in the face of challenges of the 21st century*, eds. M. Palczewski and M. Worsowicz, AHE, Łódź 2010.

Chapters in Monographs:

4. *About the problematic methods of investigative journalism. Attempted analysis on selected examples from the USA and Poland*, [in:] *Investigative journalism. Theory and practice in Poland, Europe and the United States*, eds. M. Palczewski and M. Worsowicz, WSHE, Łódź 2006, pp. 59-73.
5. *Manipulation in a television interview*, [in:] *Media Studies. Reflection on the state of the present*, eds. K. Stępnik and M. Rajewski, Wydawnictwo UMCS, Lublin 2008, pp. 151-163.
6. *TV on the Internet- Internet TV- Interactive TV* [in:] *Internet journalism. Theory and Practice*, eds. G. Habrajska and J. Mikosz, Łódź 2010, p. 47-63.
7. *Investigative journalism in Poland. An attempt at diagnosis – is it still alive?* [in:] *Ideas, values, words in public life*, eds. G. Majkowski, L. Kuras, J. Makowska, AHE, Łódź 2014, pp. 105-120.
8. *A journalist or an advocate of interest of political parties? About the role of the media in the presidential election in Poland in 2015 in the light of the analysis of weekly magazines* [in:] *Media in electoral campaigns*, eds. W. Furman, P. Kuca, D. Szczepański, Wydawnictwo Uniwersytetu Rzeszowskiego, Rzeszów 2016, pp. 64-76.
9. *Twitter as a journalist game* [in:] *Communication Games*, eds. T. Gackowski, K. Brylska, Oficyna Wydawnicza ASPRA-JR, Warszawa 2016, pp. 121-133.

Articles in scientific journals:

10. *Leakages and protection of information sources*, "Media – Kultura – Społeczeństwo", No. 1/2006, pp. 9-16.
11. *The image of the Enemy in the newspapers of Lodz in the socrealism period*, "Media – Kultura – Społeczeństwo", 1 (2), 2007, pp. 75-84.
12. *Journalistic provocation. Definition – legal and ethics aspects – typology*, "Studia Medioznawcze", no 2 (33)/(200), pp. 72-91 - http://studiamedioznawcze.pl/Numery/2008_2_33/palczewski-en.pdf
13. *About the journalistic field, or how Pierre Bourdieu sees contemporary television. On the sidelines of the book "On television"*, "Media – Kultura – Społeczeństwo", No. 1 (5)/2010, pp. 201-205.
14. *Twitter – a postmodern source of information*, [in:] "Dziennikarstwo i media", 4/2013, pp. 175-196.
15. *Umberto Eco and his analysis of media in essays and novels*, "Media-Kultura-Społeczeństwo", No 9/10 (2014/2015), pp. 19-29.
16. *Ethical dilemmas in political journalism*, "Polityka i Społeczeństwo", 4 (15) / 2017, pp. 5-18.

The subject of these publications can be divided into four main areas:

1. Investigative journalism - its legal, political, ethical and historical aspects; journalistic provocation; using hidden cameras and hidden microphones; leaks and use of anonymous sources;
2. Twitter as a work tool and source of information for journalists;
3. The evolution of television forms - television on the Internet, neo-television;
4. Ethics in journalism: relations between journalists and the authorities, forms of manipulation, ethical dilemmas of political journalism.

In the first period (2006-2010) my interests focused mainly on investigative journalism - its history, legal and ethical problems. Articles about the objectivity of investigative reporting, methods of gathering information used by journalists, leaks and anonymous sources, as well as journalistic provocation, belonged to Polish media studies to pioneers in this area (along with works by Jacek Sobczak, Wojciech Adamczyk, Michał Zaremba, Jerzy Jastrzębski, Joanna Taczkowska and Maria Łoszevska - Ołowska). Articles on journalistic provocation are often quoted in scientific and popular science literature, while these monographs of investigative journalism are perhaps the only scientific offer on the Polish book market relating to this problem. In 2014, I returned to the issues referring to the subject of the article, which was an attempt to diagnose the true state of investigative journalism in Poland. I used the method of the sociological self-description of the environment of investigative journalists; I researched articles written by journalists on investigative journalism and interviews given by them, and also interviewed leading Polish investigative journalists. The self-report revealed environmental divisions and aversion towards bloggers, as well as the conviction of the collapse of this type of journalism in Poland. Among the side topics that I carried out in 2013 - 2018, there were, among others: issues of political involvement of the press (opinion weeklies) in the presidential campaign of 2015, and two works on Twitter: Twitter as a source of journalistic information and Twitter as a journalist game. I devoted separate articles to eminent philosophers and media sociologists, discussing the theory of the journalistic field of Pierre Bourdieu in the context of mediatization and journalism, the theory of paleo- and neo-television by Umberto Eco.

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