

Appendix 2

Warsaw, 8.04.2019

Rafał Leśniczak, PhD  
 Institute of Media Education and Journalism  
 Faculty of Theology  
 Cardinal Stefan Wyszyński University

Summary of professional and academic accomplishments

**1. Name and surname:** Rafał Leśniczak

**2. Diplomas, academic/artistic degrees — with their names, place and year of obtaining, as well as the title of the PhD thesis**

2016 – Licentiate of Sacred Theology in Theology of the Apostolate at the Cardinal Stefan Wyszyński University in Warsaw

2012 – **recognition** of the *doctor in communicatione sociali institutionalis* degree obtained at the Institutional Social Communication Faculty of the Pontifical University of the Holy Cross in Rome. According to resolution no. 102/2012 of November 14th, 2012 on recognising the academic degree as equal to the Polish equivalent of PhD degree, the Council of the Faculty of Philosophy and Sociology of the Maria Curie-Skłodowska University in Lublin decided to recognise the *doctor in communicatione sociali institutionalis* degree as **equal to the Polish academic degree of Doctor of Philosophy in the cognition and social communication science**.

Further information concerning the PhD thesis and the recognition process can be found on the following website: <http://nauka-polska.pl/#/profile/research?id=269735&k=48mf2i>

2010 – obtaining the *doctor in communicatione sociali institutionalis* degree at the Institutional Social Communication Faculty (Facoltà Comunicazione Sociale Istituzionale) of the Pontifical University of the Holy Cross in Rome (Pontificia Università della Santa Croce)

**Title of the PhD thesis:** *I principali doveri professionali nella formazione dei giornalisti. Un'analisi della formazione accademica e professionale nei diversi Paesi dell'Europa* (The key professional obligations with regard to the education of journalists. Analysis of academic and professional formation in various European countries)

Thesis supervised by: Prof. Norberto González Gaitano

2004 – MA degree in Theology acquired in the Faculty of Theology of the Cardinal Stefan Wyszyński University in Warsaw

**3. Information on previous employment in the academic/artistic entities**

3.1. Academic and research employment

as of 17.02.2019 – **University of Lodz**

lecturer at the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz

1.10.2016 – up to now – **Cardinal Stefan Wyszyński University in Warsaw**

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Assistant Professor at the Department of Media Theory, Ethics and Law of the Institute of Media Education and Journalism of the Cardinal Stefan Wyszyński University (UKSW)

1.10.2013-30.06.2014; 1.10.2015-30.06.2016 – **Cardinal Stefan Wyszyński University in Warsaw**

lecturer in the Institute of Media Education and Journalism of the Cardinal Stefan Wyszyński University

1.10.2011-30.06.2012; 1.10.2014-1.02.2019 – **Higher Theological Seminary in Lodz**  
lecturer

1.10.2014-30.06.2016 – **Research Centre of the Cardinal Stefan Wyszyński University with the seat in Lodz**

lecturer

3.2. Employment on managerial and organisational positions

2018 – up to now – Deputy Director of the Institute of Media Education and Journalism of the Cardinal Stefan Wyszyński University in Warsaw

2011-2014 – director of the Press office of the Metropolitan Curia in Lodz. The scope of duties: helping the media with regard to coverage of the church celebrations; drafting and providing the messages for the media; preparing press conferences and briefings, organising press, radio and TV interviews, public relations activity aiming at building the favourable image of the Archdiocese of Lodz; cooperation with the media of the Archdiocese of Lodz and Catholic media in Poland

2011-2014 – content editor of the [archidiecezja.lodz.pl](http://archidiecezja.lodz.pl) website

2012 – up to now – editor-in-chief of the news bulletin *Wiadomości Archidiecezjalne Łódzkie*

2012-2015 – cooperation with Radio Niepokalanów

**4. Indication of the accomplishments arising out of art. 16 section 2 of the act of March 14th, 2003 on Academic Degrees and an Academic Title as well as on Degrees and a Title in Art (Journal of Laws of 2016, item 882 as amended in the Journal of Laws of 2016, item 1311):**

**a) the name of the academic/artistic achievement**

The following monograph shall be indicated as the academic achievement referred to in art. 16 section 2 of the act of March 14th, 2003 on Academic Degrees and an Academic Title as well as on Degrees and a Title in Art:

*The image of the religious orders in the Polish press (2013-2016)*

**b) (author/authors, title/titles of publication, year of publication, name of the publishing house, reviewers)**

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Rafał Leśniczak, *The image of the religious orders in the Polish press (2013-2016)* [*Wizerunek zgromadzeń zakonnych w prasie polskiej (2013-2016)*], Wydawnictwo Naukowe Uniwersytetu Kardynała Stefana Wyszyńskiego, Warsaw 2019, No. of pages 338 (reviewers: Prof. Barbara Bogołębska, PhD, the University of Lodz, and Prof. Teresa Sasińska-Klas, PhD, the Jagiellonian University)

**c) discussion on the academic/artistic goal of the aforementioned theses and their outcome with the discussion of their potential use**

The monograph titled *The image of the religious orders in the Polish press (2013-2016)* constitutes a study of the media and it is my attempt at defining the media image of the consecrated people on the basis of selected titles of the secular and Catholic press. The press analysis was supplemented with the historical perspective concerning the activity of the religious orders and the academic reflection on the identity of the consecrated people and the stereotypes related to them which are present in the public sphere. I also discussed the theoretical concepts of mediatization and information selection which influence the image of the religious orders in the press, as well as the concept of interpretation frames applied in the categorization key constructed especially for press research.

It should be noted that the concept of the hierarchical image of the Catholic Church in Poland (Polish Episcopal Conference, bishops, diocesan priests) is quite often undertaken by Polish media experts, specialists in political sciences and sociologists, including Artur Dmochowski, Piotr Józwiak, Jacek Skrobisz, Józef Baniak. However, the issue of the image of the religious people, apart from the rare academic theses (e.g. by Emilia Zimnica-Kuzioła or Mariola Marczak), has not been the subject of further discussion. The source literature contains publications which approach the issue of the religious orders, e.g. in the perspective of the spokespersonship of the religious Church institutions describing crisis management in the religious orders or functioning of the intra-order media, from a slightly different perspective (e.g. publications by Igor Borkowski, Monika Przybysz, Józef Kloch). The publication, source research and the interpretation of the results of the empirical studies are therefore an attempt at filling in the gap in the research concerning the press image of the religious orders in the Polish press.

The book titled *The image of the religious orders in the Polish press (2013-2016)* set two theoretical and one practical goal. The first goal was to explain the essence and the factors shaping the image of the religious orders. The second theoretical goal was to explain the notions concerning the communication theory in the context of the studies focused on the image of the consecrated people. The practical goal was to assess the manner of presentation of the religious orders in the Polish opinion press based on the methodology of the media studies.

Taking these into consideration, I made an attempt to answer the following research questions:

- Did the press image of the religious life change during the Year of the Consecrated Life (30.11.2014-02.02.2016) as compared with the previous period (29.11.2013-29.11.2014)?
- Is the topic of the religious orders present in the Polish press, particularly in the secular titles?
- What are the interpretation frameworks/schemes of describing the religious orders in the Polish press?

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- Which aspects of the identity and activity of the religious orders are highlighted, and which are omitted in the analysed press coverage? Which facts connected with the religious life are highlighted in the Polish press?
- To what extent does the image of the religious orders in the analysed press titles reflect the identity and the activity of the religious orders?
- Are the stereotypes concerning the religious orders present in the Polish press and to what extent?
- What are the similarities and differences in the image of the religious orders in the secular and Catholic press?
- What is the dominating tone of the research material?
- Can we talk about the so-called programme policy of individual magazines — representatives of the secular press with regard to the topic analysed?

I formulated the following research hypothesis consisting of eight theses (H1-H8), which was subject to verification during the press analysis:

H1. The topic of the religious orders is basically marginalised in the secular press, but is quite extensively discussed in the Catholic press.

H2. The dominating interpretation framework of the topic of the religious orders is the doctrinal and identity frame in the Catholic press, and the social and political framework in the secular press.

H3. Polish press generally presents the religious people as living according to the identity of the consecrated people and the charisma of their order.

H4. The involvement of the religious orders in the social, political and pastoral area is presented in the Polish press according to the teaching of Magisterium of the Church, and their assessment with regard to moral and ethical perspective of life is positive.

H5. The authors of the articles are a part of the editorial team of a given press title, and they are identified with their names and surnames.

H6. Polish press presents the religious people in both approving and aggressive manner.

H7. Press articles usually focus on individual religious people.

H8. Many publications concerning the religious orders refer to the press articles where at least one combination of the event features according to the Galtung and Ruge cumulation thesis is noted: *struggle for power* or *scandals*.

It should be made clear that all forms of the Catholic consecrated life, both community-based (orders, religious orders, apostolic life congregations, secular institutes), and individual (consecrated virgins, consecrated widows, hermits) were analysed all together and put under one category of "religious orders". Their representatives were treated as "religious people". This category also includes confraternities. The study undertaken did not include the press publications referring to the press image of non-Catholic religious orders.

The monograph includes the introduction, seven chapters, summary, bibliography, list of tables and an annex.

The first chapter (providing a general review and theoretical perspective) discusses the topic of the orders with regard to the topic of the Catholic Church in general. The difference in the identity of the consecrated people and the clergymen and secular people was highlighted, and the significance of the presence and apostolic activity of nuns and monks in the context of the one thousand years of the history of Polish sovereignty was explained. What is more, I also presented the decision of pope Francis concerning declaration of the Year of Consecrated Life, which influenced the time range of the study, as well as statistical data concerning the number of the consecrated people in Poland and the state of order media in Poland.

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The second chapter is a conceptual one and it introduces the topic of the factors which shape the image of the religious orders, in particular the notions of identity and stereotype. I also discussed the selected theories of media functioning, e.g. the concept of mediatisation, information selection processes, the concept of framing. I used these concepts when constructing the categorization key. The second chapter also outlines the scope of the public relations activities undertaken by the religious orders.

The third chapter of the monograph explains the methodology of the study. This part of the thesis includes characterization of the Polish press titles selected for analysis ("Newsweek Polska", „Polityka”, „W Sieci”, „Rzeczpospolita”, „Gazeta Wyborcza”, „Niedziela”, „Gość Niedzielny”, „Tygodnik Powszechny”) and the justification of the choice. My aim was to select the Polish press titles which would be opinion-forming media and represent different political views (right-wing, left-wing, liberal) for the analysis. I also explained the manner of understanding of the most important concepts used in the monograph and specified the time range of the analysis. The third chapter contains the explanation of the conditions which have to be fulfilled in order for a given press article to be selected as the research material. I also presented the method of press analysis employed during the research.

The fourth chapter contains the results of the qualitative analysis of the research material of the secular representatives of the Polish opinion-forming press. I interpreted the results of the research on the basis of the results of the quantitative analysis and cited or presented fragments of texts, which allowed me to determine in more detail the image of the religious orders as presented by "Rzeczpospolita" and "Gazeta Wyborcza" daily papers, as well as "Newsweek Polska", "Polityka" and "W Sieci" weekly magazines.

The fifth chapter contains the results of the qualitative analysis of the research material in the Catholic weekly magazines subject to the analysis. Just like in the fourth chapter, I also presented the fragments of press articles and their interpretation in order to determine the press image in "Niedziela", "Gość Niedzielny" and "Tygodnik Powszechny".

The sixth chapter of the monograph is the verification of the directional hypotheses, as well as the research hypothesis. At this stage of the thesis I referred to the following determinants of the image: the presence of the topic of the religious orders in the Polish press, living in accordance with the identity of the consecrated people, involvement of the religious people in the social, political and pastoral life in accordance with the Magisterium of the Church, the moral and ethical perspective of the life of nuns and monks, the tone of the press articles, the subject of the press articles, as well as the programme policy of the editorial team of the newspaper.

The seventh chapter contains presentation of the conclusions arising out of the research conducted, which were used for verification of the research hypothesis and interpretation of the research results. This part of the thesis contains the following issues connected with the results of press analysis: the difference between media coverage and the reality; the press image of the orders and the theory of mediatisation metaphors; the press image of the orders and the selected middle range theories of mass communication; the Year of the Consecrated Life and the changes of the press image of the religious life; multidimensionality of the religious life and the image of the consecrated people in the secular opinion-forming press; the logic of media and the identity of the consecrated people; deontology of co-creation of the image of the orders by the Polish opinion-forming press.

The monograph also contains a bibliography with studies, online sources used in the book, as well as a complex list of the texts subject to press analysis. What is more, the final part of the publication contains a list of tables and an annex which includes the categorization key used in the empirical research.

At this stage of presentation of my academic achievement, I hereby present the outcome of my work. The profile of the press title determined the level of interest in the topic

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of the religious life. The issues analysed in the monograph were marginalised in the secular press. On the other hand, they were discussed in the Catholic press to a significantly greater extent. The topic of the orders was most rarely present in "Rzeczpospolita" and "Gazeta Wyborcza" opinion-forming daily papers. The Catholic "Niedziela" and "Gość Niedzielny" weekly magazines created the ideal image of the religious life, and failed to provide examples of the consecrated people who do not obey the Evangelical Counsels. This makes the image non-authentic and non-reliable. "Tygodnik Powszechny", as the only Catholic magazine among the analysed press titles, presented the examples of religious people who acted contrary to their order vocation, and thus this title proved to be convincing and truthful. I also noted the attitude of the other extremity represented by "Newsweek Polska", "Polityka" and "Gazeta Wyborcza", which consisted in focusing the readers' attention only on the negative features and attitudes of those representatives of the religious life, who are examples of a life that is not in compliance with the Evangelical Counsel. These were not one-time, accidental publications, but a series of press articles which undertook the topic of the religious life from the same perspective. The press analysis revealed the domination of the doctrinal and identity framework in the publications concerning the orders in "Niedziela", "Gość Niedzielny", "Tygodnik Powszechny" and "W Sieci", and the social and political frame in the remaining press titles subject to the analysis. The Catholic titles subject to the analysis, namely the "W Sieci" weekly magazine and "Rzeczpospolita" daily paper, presented the religious people as living according to the identity and the charisma of the order to which they belong. In the case of "Gazeta Wyborcza", as well as "Newsweek Polska" and "Polityka" weekly magazines, the representatives of the religious orders were presented as living contrary to the order identity and their own charisma. The dichotomy between the aforementioned press titles was also revealed with regard to the manner of presentation of the religious orders' involvement in the social, political and pastoral life, assessment of the life and identity of the consecrated people with regard to the moral and ethical perspective, as well as polarization of the tone in which the press publications concerning the orders were presented. The research undertaken also proved that the authors of the press articles concerning the consecrated people were usually members of an editorial team and were identified with their name and surname. In principle, the consecrated people were the subjects in journalistic texts.

The research analysis proved the usefulness of the agenda-setting theory by Maxwell McCombs, the concept of mediatization by Stig Hjarvard with regard to the interpretation of the press coverage concerning the orders, as well as understanding the differences between the factual state and the press image of the orders. The analysis also showed the increasing role of celebritization and tabloidization processes as the features of the popular culture with regard to creation of the press image of the consecrated people. It has to be noted that the individual press titles played the role of mediation in various forms and perspectives, they were a kind of a filter in choosing the selected issues referring to the religious life. The mediatization metaphors applied by the Polish opinion-forming press, e.g. monk — businessman or monk — witness of the Gospel, indicated the bipolarity of the narration: contesting or approving, and also proved that the press presentation of the life in the order should be viewed not as the mirror reflection of the reality, but as the distorting mirror or an offer of interpretation according to a given key.

I also undertook the research aiming at defining the presence of the *news values* as part of the news values theory, which are important with regard to the decision of the editorial team concerning the potential publication of the material according to Galtung and Ruge. The results proved that the cumulation thesis (negativism combined with personalisation and negativism connected with *elite people*) is a valuable key justifying the choice of particular news for the media fact.

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The press analysis revealed that the characteristic feature of information concerning the religious life published in "Gość Niedzielny" and in "Niedziela" was the absence of the negativism feature. On the other hand, it played the key role as the factor of media news in the secular publications, as well as in "Tygodnik Powszechny". Negativism as *news values* became the key explaining many publications presenting the life of the religious people as incompliant with the Evangelical Counsels in "Gazeta Wyborcza", "Polityka", and "Newsweek Polska". Its absence justified the omission of the events connected with the life of nuns and monks by the aforementioned periodicals.

Many of the articles which build the negative image of the orders were found in the aforementioned titles of the secular press, where negativism was combined with personalisation (*scandals*) – in the case of "Wyborcza" almost 50% of the publications were categorized under this group, and in the case of "Newsweek" and "Polityka" — the percentage of the publications exceeded 60% of all articles in these periodicals. The negative press content referring to the religious orders was not of the general, abstract character, but it contained reference to a concrete person (nun, monk) with the specified name and surname. Negativist interest was particularly focused on the director of Radio Maryja, father Rydzyk. More than 40% of the publications in the aforementioned periodicals were classified under "association" category as part of the *struggle for power* feature subject to analysis.

Following press analysis, it is easy to notice the importance of the *framing* concept for the proper interpretation of the press image of the orders. The theory discussed in the communication studies exposes the choice and enhancement of the selected aspects of the reality. This led to the specified interpretation and moral assessment, as well as to favouring the specified topic. This was proved by the issues of the image of father Rydzyk or the press image of the works of the Property Commission, which settles the justifiability of the orders' requests for the property seized by the communist authorities in the People's Poland.

The quantitative and qualitative analysis proved that the image of the orders during the Year of the Consecrated Life did not change much as compared to the previous period. The authors of all articles in the secular press subject to analysis, as well as authors of "Tygodnik Powszechny", omitted the decision of pope Francis concerning declaration of the year devoted to consecrated people in their publications. It can prove that, apart from some representatives of the orders involved in the social and political life, the topic of the consecrated life was purposefully omitted in the Polish press and is not treated equally with other "church issues" of the public events agenda. Several important perspectives on the consecrated people, e.g. theological, historical, political, social and pastoral ones, were marginalised by the secular opinion-forming press.

The monograph titled *The image of the religious orders in the Polish press (2013-2016)* may be an inspiration for further press analysis research which undertakes the topic of perception of the role of the religious people in the social and political life, particularly the role of the media in understanding the identity of the religious orders and the stereotypes existing in the public discourse. Hopefully, in addition to the frequent research on the image of the hierarchy of the institutional Catholic Church (bishops and diocesan priests), the people pledging to the Evangelical Counsel of purity, poverty and obedience will soon become subjects of deep press analysis. Deep analysis of the intentions of the authors of the press articles concerning the orders would be without a doubt a valuable supplement to the previous press studies. It would be helpful in understanding why the religious people were presented in the particular press titles in a given manner. The book may be a starting point for deeper analyses from the point of view of journalist deontology. Defining the manner of respecting the rules of journalist ethics by the magazines which declare themselves the opinion-forming press, e.g. the rules of truth, objectivism, the obligation of correction in the case of any inaccuracies or distortion, would be an interesting notion.

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## 5. Description of the remaining academic and research (artistic) achievements

My academic and research accomplishments refer basically to three areas: journalist ethics, political communication and public relations. The aforementioned academic interests were triggered during the philosophical and theological studies in the Faculty of Theology of UKSW, and then continued and developed during the specialty studies on social communication and media at Pontificia Università della Santa Croce. During the studies in the Eternal City I attended the lectures given by Lorenzo Cantoni, Alfonso Nieto, Norberto González Gaitano, Daniel Arasa, Juan José García-Noblejas, Marco Carroggio, José Maria La Porte.

When I came back from the university in Rome, I used the knowledge gained in creating and functioning of the press office of the Archdiocese of Lodz and cooperation with the religious and secular media.

My academic achievements after I was awarded the PhD title include 62 academic articles (cf. appendix no. 3), including the original monograph (*The image of the religious orders in the Polish press (2013-2016)*, Warsaw 2019 – habilitation thesis), two theses under the independent edition (two issues of the academic quarterly publication *Łódzkie Studia Teologiczne*, ie. No. 25(2016)1 and No. 27(2018)1), as well as one publication where I played the role of co-editor (together with Damian Guzek, PhD, I was the academic editor of No. 28(2019)1 of *Łódzkie Studia Teologiczne*). I am also the author of 31 academic articles (30 published and 1 accepted for publication) in the ranked and reviewed magazines, including 7 written in English. Two of the aforementioned articles were published in foreign academic magazines. My academic achievements also include 14 chapters in the reviewed joint publications (including one co-authored publication), 8 book reviews and 4 summaries of the academic conferences published in the academic magazines.

As part of presentation and popularization of academic and research achievements, I also presented 9 lectures during the international conferences (including the foreign conferences in Rome, Szeged and Lugano), as well as 24 lectures during the all-Polish conferences. The overall number of points for the academic achievements: 340.5 (excluding the publications accepted for printing). My academic achievements are available in the repository of Polska Bibliografia Naukowa PBN (Polish Scholarly Bibliography), in the repository of Google.scholar.com and in Researchgate.net. I also led panel discussions during the academic conference *Obecność sacrum w przekazie medialnym – spojrzenie Benedykta XVI (The presence of the sacred in the media coverage – the perspective of Benedict 16th)*, organised by the Department of the Contemporary Forms of the Faith Message of the Catholic University of Lublin, as well as the Department of Moral Theology and Ethics of the University of Warmia and Mazury in Olsztyn, 11.05.2015, as part of the nationwide expert debate *Komunikacja medialno-religijna. Teoria i praktyka nauczania (Media and religious communication. Theory and practice of teaching)*, organized by the Cardinal Stefan Wyszyński University in Warsaw, 13/03/2019.

I have undertaken the following research streams during my academic and research work:

- The journalist and communication ethics
- Political communication
- Public relations

My interest in the journalist and communication ethics was expressed in the subject of the PhD dissertation. That thesis contained the analysis of the basic professional obligations with regard to education of the journalists, as well as the analysis of academic and

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professional formation in different European countries. I presented the supplemented and extended results philosophical and media research, contained in part in the PhD thesis, and in the following academic articles published in academic magazines. The publication titled "Dziennikarz i informacja – integralny model formacji dziennikarskiej" (The journalist and the news — the integral model of journalist formation) contains an attempt to characterise the integral model of journalist formation, which assumes a permanent reference to the journalist ethics. The proposed concept refers to the intellectual and moral features necessary for the journalist, e.g. sensitivity to truth, independent searching, information creativity, appropriate language of texts and the style of writing (Cf. *Dziennikarz i informacja – integralny model formacji dziennikarskiej* (The journalist and the news — the integral model of journalist formation), "Łódzkie Studia Teologiczne", No. 20 (2011), 181-205. ISSN 1231-1634). The next publication, which is a continuation and supplement for the arguments contained in the doctoral thesis, constitutes an attempt to verify whether the declarative objectives of the teaching curricula for journalism and journalist ethics in the selected European universities refer to the perspective of the integral model of journalist formation (Cf. *"Technical" and deontological aspects of journalistic programmes*, "Kultura – Media – Teologia", No. 18 (2014), 60-89, ISSN 2081-8971). On the other hand, the last presented publication referring directly to the topic of the PhD thesis contains an analysis of the deontological obligations of the journalist contained in the professional regulations of the press agencies, daily papers, as well as in the ethical codes of UNESCO and the European Union. The selected, representative agencies and daily papers of the following European countries became the subjects for the analysis: Italy, Spain, Germany and Great Britain. The publication was not only a regular description of the documents containing professional regulations, but also a "discussion" developed on the basis of such normative sources which lead to the conclusions on the primary obligations of the journalist profession (Cf. *Professional formation of journalists in Europe. Analysis of journalists' obligations according to the regulations stated in the editorial guidelines of press agencies and journals, and in the ethical codes of UNESCO and the European Union*, "Acta Universitatis Lodzianensis. Folia Litteraria Polonica", No. 2(28)/2015, 75-96. ISSN 1505-9057).

The publication titled "Granice wolności słowa a prawo do prywatności – niemieckie zasady deontologii dziennikarskiej na tle uregulowań międzynarodowych" (The limits of freedom of expression and the right to privacy — German rules of journalist deontology as compared to the international regulations) is also a part of the research on the journalist and communication ethics. The article became an attempt to define the manner in which the ethical codes of the most important German media, the deontological rules of the German Press Council, as well as the European Convention on Human Rights, Universal Declaration of Human Rights, Resolution 1003 of the Parliamentary Assembly of the Council of Europe, as well as the Charter of the Fundamental Rights of the European Union tackle the issue of the freedom of expression and privacy (Cf. *Granice wolności słowa a prawo do prywatności – niemieckie zasady deontologii dziennikarskiej na tle uregulowań międzynarodowych* (The limits of freedom of expression and the right to privacy — German rules of journalist deontology as compared to the international regulations), "Media-Kultura-Komunikacja Społeczna", No. 13/4 (2017), 101-117, ISSN 1734-3801).

Another important issue undertaken during my academic and research work was the attempt to explain the two important ethical concepts with regard to the journalist profession, i.e. deontology and teleology, as well as the attempt to define their possible mutual relations (Cf. *Dziennikarstwo na rozdrożu – między deontologią i teleologią* (Journalism at the crossroads — between deontology and teleology), „Łódzkie Studia Teologiczne”, No. 25/1 (2016), 71-81. ISSN 1231-1634). As a part of the academic reflection, I also dealt with the assessment of the manner of respecting the rules of journalist deontology by the selected titles

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of the Polish opinion-forming press in the context of the election campaign (Cf. *Realizacja dziennikarskiej zasady prawdy i obiektywizmu podczas polskiej kampanii parlamentarnej 2015 r. (The execution of the journalist rules of truth and objectivism during the Polish parliamentary election campaign in 2015)*, "Political Preferences", No. 15 (2017), 43-59. DOI: 10.6084/m9.figshare.5263327 ISSN 2083-327X). Together with prof. Norberto González Gaitano I undertook the issue of the limits of respecting the deontological rules of journalism with regard to notifying of the religious institutions based on the example of the Catholic Church (Cf. *L'etica nell'informazione religiosa*, in: (ed.) G. Tridente, "Teoria e pratica del giornalismo religioso. Come informare sulla Chiesa cattolica: fonti, logiche, storie, personaggi", Edizioni Università della Santa Croce, Roma 2014, 199-222. ISBN 978-88-8333-322-4).

I presented the results of the research concerning the journalist and communication ethics during the following academic conferences:

- *Relacje w sieci. Czy aby na pewno autentyczne?* (Online relations. Are they authentic?), lecture presented during the 3rd Young Scholars Conference as part of "Wyzwania Nowych Mediów" (The Challenges of the New Media) series titled: "Wspólnota czy ekshibicjonizm? O mediach społecznościowych" (Community or exhibitionism? About the social media) organised by the Institute of Media Education and Journalism of UKSW in Warsaw, Warsaw, 7.12.2011.
- *Granice wolności słowa a privacy – meandry rynku medialnego Włoch i Niemiec* (The limits of freedom of expression and privacy — the intricacies of the media market in Italy and Germany), lecture presented as part of the 9th **international** academic conference on the media ethics (*Prywatność w mediach – prywatność i społecznościowość mediów. Privacy in Media – Private and Social Media*) organised by the Institute of Journalism and Social Communication of the Faculty of Social Education at the Pontifical University of John Paul II in Cracow, Cracow, 13-14.05.2015.
- *Podstawowe zasady etyki dziennikarskiej w kontekście mediatyzacji komunikowania politycznego – zamachy terrorystyczne w Paryżu w listopadzie 2015 r.* (Key principles of journalist ethics in the context of mediatisation of political communication — terrorist attacks in Paris in November 2015), lecture presented during the 10th **international** academic conference on media ethics organised by the Institute of Journalism and Social Communication of the Faculty of Social Education of the Pontifical University of John Paul II in Cracow *Etyka mediów. Etyczność w mediach* (Media ethics. Ethicality in media), Cracow, 18-19.05.2016.
- *Aksjologia mediów a komunikowanie polityczne w okresie kampanii parlamentarnej 2015 r. (Media axiology and political communication during the parliamentary campaign in 2015)*, the lecture presented as part of the **international** academic conference *Wartości i wartościowanie we współczesnej humanistyce: perspektywa filozoficzna, lingwistyczna, komunikacyjna* (Values and assessment in modern humanity: the philosophical, linguistic and communicative perspectives), organised by the Institute of Journalism and Social Communication, the Institute of Philosophy, the Institute of Polish Philology and the Research Centre for Eastern Europe of the University of Warmia and Mazury in Olsztyn, Olsztyn, 17-18.11.2016.
- *Troska o uczciwość i prawdę w kreowaniu wizerunku medialnego katolickich organizacji pozarządowych – kilka uwag metodologicznych* (Caring for honesty and truth in creating the media image of the Catholic non-governmental organisations — several methodological remarks), lecture presented during 12th academic conference on media ethics (*Prawdziwe media – uczciwość i prawda w mediach. Truthful media – honesty and truth in the media*) organised by the Institute of Journalism and Social

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Communication of the Faculty of Social Education at the Pontifical University of John Paul II in Cracow, Cracow, 24-25.05.2018.

- *Uniwersytecka formacja dziennikarska a poszukiwanie sensu* (University journalist formation and the search for sense), the lecture presented during the all-Polish academic conference *Tajemnica sensu* (The secret of sense), organised by the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz, Lodz, 19-20.03.2019.

The second area of my academic interest refers to political communication. I have undertaken the research on the political communication of the hierarchical Catholic Church, particularly during the election campaigns, as well as political communication of the religious leaders. In the perspective of the presidential election in Poland in 2015, I conducted the analysis of the content of the most important institutional messages of the Polish Episcopal Conference, where the bishops talked about the presidential election and the candidates for the office of the President of Poland, as well as the analysis of the content of the representatives of the all-Polish opinion-forming press from the perspective of presenting the Catholic Church as the political player (Cf. *The communicative role of the Catholic Church in Poland in the 2015 presidential election and its perception by the public*, "Church, Communication and Culture", Volume 1, No. 1, 2016, 268-285. DOI: 10.1080/23753234.2016.1234123, Print ISSN: 2375-3234, Online ISSN: 2375-3242). My research also included the analysis of the practical application of the priming and framing concept with regard to political communication of the hierarchical church in Poland (Cf. *Komunikowanie polityczne Konferencji Episkopatu Polski po zakończonych wyborach prezydenckich 2015 r. Priming i framing - analiza tygodników Newsweek Polska i Polityka* (Political communication of the Polish Episcopal Conference after the finished presidential election in 2015. Priming and framing — the analysis of Newsweek Polska and Polityka weekly magazines), "Annales Universitatis Mariae Curie-Skłodowska. Sectio K. Politologia", Volume XXIV, 2, 2017, 257-277, DOI:10.17951/k.2017.24.2.257 ISSN 2300-7567). My research interest also included media- and politics-related analysis of the participation of the religious orders in the political communication processes (Cf. *Udział katolickich zgromadzeń zakonnych w procesach komunikowania politycznego. Wybrane refleksje medioznawcze i politologiczne* (Participation of the Catholic religious orders in the political communication processes. Selected media and political science reflections), in: (ed.) B. Bogołębska, M. Worsowicz, „Poszukiwania teologiczno-filozoficzno-kulturowe” (Theological, philosophical and cultural search), Wydawnictwo Uniwersytetu Łódzkiego, Lodz 2018, 97-108, ISBN 978-83-8088-985-9).

I also checked the possibility of applying the theory of mass communication of the average range, including the news values theory and agenda-setting theory in the interpretation of the messages of pope Francis as the political player (Cf. *Papież Franciszek jako lider polityczny. Próba medioznawczej interpretacji w oparciu o tezę kumulacji Galtunga i Ruge oraz kategorię personalizacji* (Pope Francis as the political leader. An attempt at media studies interpretation based on the cumulation thesis by Galtung and Ruge and the personalisation category), "Społeczeństwo. Studia, Prace Badawcze, Dokumenty z Zakresu Nauki Społecznej Kościoła" (Society. Studies, Research, Documents on the social teaching of the Church), No. 1(137)/2017, 71-88, ISSN 1426-4196; *Komunikowanie polityczne papieża Franciszka na temat uchodźców w kontekście teorii „agenda-setting”* (Political communication of pope Francis on the refugees in the context of agenda-setting theory), in: (ed.) A. Wójciszyn-Wasil, M. Gondek, D. Wadowski, "Pulchrum et Communicatio. Księga Jubileuszowa Profesora Karola Klauzy" (The jubilee book of

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professor Karol Klauza), Wydawnictwo KUL, Lublin 2018, 143-157, ISBN 978-83-8061-562-5).

The migrant crisis, terrorist attacks in Europe in the second decade of the 21st century, as well as declaration of the so-called *Willkommenskultur* made by German chancellor Angela Merkel became the context of my research. The leaders of the Christian churches are present in the public and media discourse. Taking into consideration the fact that the institutional message differs from its mediatized forms, I made an attempt to find an explanation of this difference based on the mediatization and personalization processes (Cf. *Polish political and religious leaders on the migrant crisis and terrorist attacks in 2015 reality versus mediatized communication*, "Revista Română de Jurnalism și Comunicare", No. 1 (57) 2018, 5-19, ISSN 1842-256x; *Wybrane middle range theories of mass communication jako narzędzie interpretacji procesów komunikowania politycznego państw dojrzałej demokracji. Medioznawcze i politologiczne studium przypadku Wir schaffen das! (Selected middle range theories of mass communication as the tool for interpretation of the political communication processes of the countries with mature democracy. Media and political science analysis of Wir schaffen das! case study)*, "Społeczeństwo. Studia, Prace Badawcze, Dokumenty z Zakresu Nauki Społecznej Kościoła" (Society. Studies, Research, Documents on the social teaching of the Church), No. 3(143)/2018, 154-175, ISSN 1426-4196; *Komunikowanie polityczne papieża Franciszka na temat wartości nienegocjowalnych. Analiza orędzi papieskich na Światowy Dzień Migranta i Uchodźcy (2014-2018) oraz ich zmediatyzowany przekaz na portalu wpolityce.pl (Political communication of pope Francis on the non-negotiable values. Analysis of the addresses of the pope for the International Migrant and Refugee day (2014-2018) and their mediatized form on wpolityce.pl)*, "Łódzkie Studia Teologiczne", No. 28(2019)1, 97-113, ISSN 1231-1634; Rafał Leśniczak, 2018, *Mediatyzacja katolickiej sfery religijnej oraz działań instytucjonalnego Kościoła katolickiego a obiektywizm przekazu. Analiza wybranych publikacji tygodnika „Newsweek Polska” (2005–2006) (Mediatization of the Catholic religious sphere and the institutional activities of the Catholic Church and the objectivity of the message. Analysis of selected publications of the weekly Newsweek Polska (2005-2006))* in: (ed.) G. Habrajska, „Etyka w komunikacji” (Ethics in communication), Wydawnictwo Primum Verbum, Łódź 2018, 155-173. ISBN 978-83-65237-89-7).

Taking into consideration the fact that political communication is a multi-threaded process, I decided to focus my attention on the contemporary social and cultural context which functions in the literature as "post-modern era" and "post-truth era". I made the analysis of the political debate preceding the parliamentary elections in Poland in 2015 from this perspective (Cf. *Komunikowanie polityczne w epoce postmodernizmu i postprawdy. Analiza debaty przed wyborami parlamentarnymi w Polsce w 2015 r.* (Political communication in the post-modern and post-truth era. Analysis of the debate before the parliamentary elections in Poland in 2015), "Łódzkie Studia Teologiczne", No. 27(2018)2, 181-195, ISSN 1231-1634).

When analysing the political discourse, I referred to the theory of the conversational implicature of Paul Grice, which served as a tool for comparative analysis of Donald Tusk and Beata Szydło addresses (Cf. *Zastosowanie reguł konwersacyjnych Paula Grice'a w komunikowaniu politycznym – analiza porównawcza exposé Donalda Tuska i Beaty Szydło* (The application of conversational rules of Paul Grice in political communication — comparative analysis of Donald Tusk and Beata Szydło addresses), "Acta Universitatis Lodzianensis. Folia Litteraria Polonica", No. 2 (32)/2016, 207-224. ISSN 1505-9057 DOI: 10.18778/1505-9057.32.15). I introduced the concept of Schopenhauer's eristic manners in the analysis of the *political communication* area (Cf. *Współczesne zastosowanie schopenhauerowskich sposobów erystycznych w komunikowaniu politycznym – analiza debaty prezydenckiej Komorowski – Duda* (The contemporary use of Schopenhauer's eristic

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*manners in the political communication — the analysis of Komorowski-Duda debate*, in: (ed.) M. Koleczyński, „Polskie wybory 2014-2015. Kontekst krajowy i międzynarodowy – przebieg rywalizacji – konsekwencje polityczne. Vol. 1” (Polish elections 2014-2015. The domestic and international context — the course of rivalry — political consequences), Wydawnictwo Uniwersytetu Śląskiego, Katowice 2017, p. 122-146, ISBN 978-83-226-3068-6).

The publication titled "Reklama wyborcza w regionalnej prasie łódzkiej w perspektywie kampanii parlamentarnej 2015 r." (The election advertisement in the regional press in Lodz in the perspective of the parliamentary campaign in 2015) contains the analysis of the election advertisements in the regional press in Lodz during the parliamentary campaign in 2015. The dominating message was positive. Persuasion and image building were the most frequently used manners of argumentation (Cf. *Reklama wyborcza w regionalnej prasie łódzkiej w perspektywie kampanii parlamentarnej 2015 r. (The election advertisement in the regional press in Lodz in the perspective of the parliamentary campaign in 2015)*, in: (ed.) M. Mazur, M. Kornacka-Grzonka, "Komunikowanie lokalno-regionalne w dobie społeczeństwa medialnego. Aspekty polityczne, społeczne i technologiczne" (Local and regional communication in the era of media society. Political, social and technological aspects), volume II, Wydawnictwo Uniwersytetu Śląskiego, Katowice 2018, 95-109, ISBN 978-83-226-3366-3).

During the research, I also aimed to define the role of the most important Polish Catholic weekly magazines in the political communication of the Catholic Church in the period between 2000-2015 (Cf. *Polish Catholic Press and political communication of the Church on the basis of the 2000-2015 presidential election*, "Political Preferences", No. 18/2018, 37-56, DOI: 10.6084/m9.figshare.6025289 ISSN 2083-327X).

In the article titled "Mediatyzacja komunikacji instytucjonalnej Kościoła katolickiego. Refleksje na marginesie kryzysu migracyjnego" (Mediatization of the institutional communication of the Catholic Church. Reflections on the migrant crisis), accepted for publication, I undertook the analysis which revealed the usefulness of the following theoretical issues with regard to understanding the mediatization of the institutional communication of the Catholic Church: the influence of the social and political changes on the manner of understanding the mediatized forms of church institutional messages; the different manner of providing information on the Catholic church and the way of interpreting the institutional communication of the Church by the public and commercial media; the integrity of the institutional and cultural attitude in the research on mediatization; the role of the identity of the church institution and the borders of the influence of the mediatization processes in understanding the message of the institutional Church. (Cf. *Mediatyzacja komunikacji instytucjonalnej Kościoła katolickiego. Refleksje na marginesie kryzysu migracyjnego* (Mediatization of the institutional communication of the Catholic Church. Reflections on the migrant crisis), "Studia Medioznawcze", ISSN 1641-0920).

I would also like to classify the academic publications concerning the deontology of the political communication, where I treat the issues of communication ethics as complementary towards the issues of *political communication*, under the first and second area of research mentioned above (Cf. *Fulfilling the journalistic principles of truth and objectivity in the context of mediatization of political communication – the terrorist attacks in Paris in November 2015*, "Acta Universitatis Lodziensis. Folia Litteraria Polonica", No. 5(43)/2017, 111-130, DOI: 10.18778/1505-9057.43.08 ISSN 1505-9057; *L'etica nell'informazione religiosa*, in: (ed.) G. Tridente, "Teoria e pratica del giornalismo religioso. Come informare sulla Chiesa cattolica: fonti, logiche, storie, personaggi", Edizioni Università della Santa Croce, Roma 2014, 199-222. ISBN 978-88-8333-322-4).

I presented the results of the research from the political communication area during the following academic conferences:

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- *Retoryczne zabiegi w dyskursie medialnym na temat propozycji prywatyzacji polskich lasów państwowych (Rhetorical measures in the media discourse on the proposal concerning privatization of Polish State Forest)*, the lecture presented during the all-Polish academic conference *Ekologizm (Ecologism)*, organised by the Unit of Political Movements of the Faculty of Political Science of the Maria Curie-Skłodowska University in Lublin, Lublin, 13-14.05.2015.
- *Erystyka a komunikowanie wyborcze – na przykładzie debaty prezydenckiej Komorowski - Duda (Eristic and election communication — based on the example of the Komorowski-Duda presidential debate)*, the lecture presented as part of the all-Polish academic conference *Polskie wybory 2014-2015. Kontekst krajowy i międzynarodowy - przebieg rywalizacji - konsekwencje polityczne (The Polish election of 2014-2015. The domestic and international context — the course of rivalry — political consequences)*, organised by the Institute of Political Science and Journalism of the University of Silesia in Katowice, Katowice, 25-27.11.2015.
- *Il ruolo comunicativo della Chiesa cattolica nelle elezioni presidenziali in Polonia del 2015 e la sua percezione da parte dell'opinione pubblica*, the lecture presented during the **international** academic conference *Participation and Sharing. Managing Church Communications in a Digital Era*, organised by the Institutional Social Communication Faculty of the Pontifical University of the Holy Cross in Rome, Rome 26-28.04.2016.
- *Podstawowe zasady etyki dziennikarskiej w kontekście mediatyzacji komunikowania politycznego – zamachy terrorystyczne w Paryżu w listopadzie 2015 r. (Key principles of journalist ethics in the context of mediatisation of political communication — terrorist attacks in Paris in November 2015)*, the lecture presented during the 10th **international** academic conference on media ethics organised by the Institute of Journalism and Social Communication of the Faculty of Social Education of the Pontifical University of John Paul II in Cracow *Etyka mediów. Etyczność w mediach (Media ethics. Ethicality in media)*, Cracow, 18-19.05.2016.
- *Organizacje terrorystyczne w świecie mediów. Zamachy terrorystyczne w Brukseli 2016 r. (Terrorist organisations in the world of the media. The terrorist attacks in Brussels in 2016)*, the lecture presented during the all-Polish academic conference *Media a dyktatura. Istota dyktatury w kontekście medialnym i komunikacyjnym (The media and dictatorship. The essence of dictatorship in the context of the media and communication)*, organised by the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz, Lodz, 15-16.06.2016.
- *Aksjologia mediów a komunikowanie polityczne w okresie kampanii parlamentarnej 2015 r. (The media axiology and political communication during the parliamentary campaign 2015)*, the lecture presented as part of the **international** academic conference *Wartości i wartościowanie we współczesnej humanistyce: perspektywa filozoficzna, lingwistyczna, komunikacyjna (Values and assessment in modern humanity: the philosophical, linguistic and communicative perspectives)*, organised by the Institute of Journalism and Social Communication, the Institute of Philosophy, the Institute of Polish Philology and the Research Centre for Eastern Europe of the University of Warmia and Mazury in Olsztyn, Olsztyn, 17-18.11.2016.
- *Prasowa reklama wyborcza na łamach „Dziennika Łódzkiego” i „Expressu Ilustrowanego”. Kampania przed wyborami parlamentarnymi w Polsce w 2015 r. (Press election advertisements in "Dziennik Łódzki" and "Express Ilustrowany". The campaign preceding the parliamentary elections in Poland in 2015)*, the lecture presented during the all-Polish academic conference *Komunikowanie lokalno-*

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*regionalne w dobie społeczeństwa medialnego* (Local and regional communication in the era of the media society), organised by the Institute of Political Science and Journalism of the University of Silesia in Katowice, Katowice, 24-25.11.2016.

- *Znaczenie wybranych teorii średniego zasięgu dla procesów komunikowania politycznego w państwach tzw. „dojrzałej demokracji”*. *Szanse i zagrożenia – studium wybranych przypadków* (The significance of the selected medium range theories for the political communication processes in the countries of the so-called "mature democracy". The chances and the risk — selected case study), the lecture presented as part of all-Polish academic conference *Media a dyktatura II. Funkcjonowanie mediów w krajach demokratycznych i niedemokratycznych* (Media and dictatorship II. Media functioning in the democratic and non-democratic countries), organised by the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz, Lodz, 23-24.05.2017.
- *Komunikowanie polityczne w epoce postprawdy* (*Political communication in the post-truth era*), the lecture presented as part of the all-Polish interdisciplinary academic conference *Forum Etyki Słowa* (Word ethics forum), organised by Stowarzyszenie Etyki Słowa and Kazimierz Wielki University in Bydgoszcz, Bydgoszcz, 15-16.03.2018.
- *Komunikowanie polityczne Kościoła katolickiego w Polsce w perspektywie procesów mediatyzacji* (Political communication of the Catholic Church in Poland from the perspective of the mediatization processes), the lecture presented as part of the all-Polish academic conference *Życie polityczne jako zadanie moralne. Katolicka Nauka Społeczna o polityce* (Political life as the moral task. Catholic Social Education on politics), organised by the Moralists Research Club of the Cardinal Stefan Wyszyński University in Warsaw, Warsaw, 22.05.2018.
- *Troska o uczciwość i prawdę w kreowaniu wizerunku medialnego katolickich organizacji pozarządowych – kilka uwag metodologicznych* (Caring for honesty and truth in creating the media image of the Catholic non-governmental organisations — several methodological remarks), lecture presented during the 12th academic conference on media ethics (*Prawdziwe media – uczciwość i prawda w mediach. Truthful media – honesty and truth in the media*) organised by the Institute of Journalism and Social Communication of the Faculty of Social Education at the Pontifical University of John Paul II in Cracow, Cracow, 24-25.05.2018.
- *Contemporary relations of religion and politics – communicative space and political space. Polish perspective after 2015*, the lecture presented during the **international academic conference 11<sup>th</sup> Central and Eastern European Communication and Media Conference**, organised by the Faculty of Political Science and the Faculty of Communication and Media Studies of University in Szeged in cooperation with ECREA Central and East European Network, the CEECOM Consortium and the ICA Political Communication Division, Szeged, 30.05-1.06.2018.
- *Mediatyzacja komunikowania politycznego Kościoła katolickiego. Papież Franciszek i kryzys migracyjny* (Mediatization of the political communication of the Catholic Church. Pope Francis and the migrant crisis), the lecture presented during the all-Polish academic conference *Mediatyzacja polityki. Fake news i fact checkers w informowaniu o polityce* (Mediatization of politics. Fake news and fact checkers with regard to covering the politics), organised by the Faculty of Political Science of Maria Curie-Skłodowska University in Lublin, Lublin, 21.06.2018.
- *Pro-Europeanism or euroscepticism? Press image of the European Union in the context of the migratory and refugee crisis - Polish perspective*, the lecture presented as part of the **international academic conference 7th European Communication**

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*Conference (ECC) Centres and Peripheries: Communication, Research, Translation*, organised by the European Communication Research and Education Association, Lugano 31.10-3.11.2018

- *Wartości nienegocjowalne w komunikowaniu politycznym papieża Franciszka* (Non-negotiable values in political communication of pope Francis), the lecture presented as part of the all-Polish anniversary conference *Jakie media?* (Which media?), organised by the Institute of Journalism and Social Communication of the Catholic University in Lublin, 14-15.11.2018.

I also presented my academic and research achievements concerning *political communication* during the lectures in the Lodz branch of the Polish Political Science Association and Christian Thought Research Centre of the University of Lodz:

- *Wykorzystanie teorii komunikowania średniego zasięgu (middle range theories of mass communication) w komunikowaniu politycznym* (Use of the middle-range theories of mass communication in political communication), the lecture presented in the Lodz branch of the Polish Political Science Association, Lodz, 19.05.2017.
- *Udział zgromadzeń zakonnych w procesach komunikowania politycznego. Refleksje medioznawcze i politologiczne* (The role of the religious orders in the political communication processes. Media and political science reflections), the lecture presented in the Research Centre for Christian Thought of the University of Lodz, Faculty of Philology, Lodz, 30.05.2017.

The third area of my academic interest refers to public relations. I conduct research on the media image of the Church institutions and the religious leaders (Cf. *Wizerunek Caritas Archidiecezji Łódzkiej na portalach expressilustrowany.pl oraz dzienniklodzki.pl* (The image of the Caritas of the Archdiocese of Lodz on [expressilustrowany.pl](http://expressilustrowany.pl) and [dzienniklodzki.pl](http://dzienniklodzki.pl)), "Łódzkie Studia Teologiczne", No. 27(2018)2, 165-180, ISSN 1231-1634; *Wizerunek katolickich organizacji pozarządowych w mediach – kilka uwag do metodologii badań* (The image of the Catholic non-governmental organisations in media — some remarks concerning the research methodology), "Łódzkie Studia Teologiczne", No. 27(2018)1, 87-98, ISSN 1231-1634; *Wizerunek prasowy i internetowy instytucji kościelnej a linia redakcyjna – casus Fundacji Dzieło Nowego Tysiąclecia* (The press and online image of the church institution and the programme policy — the case of Foundation Work of the New Millennium), "Polityka i Społeczeństwo". No. 16.3 (2018), 67-81. ISSN 1732-9639; *Wizerunek Jana Pawła II na łamach łódzkich dzienników w kontekście uroczystości kanonizacyjnych* (The image of John Paul II in the Lodz daily papers in the context of canonization ceremony), in: (ed.) J. Olędzki, T. Sasińska-Klas, "Wielkość czy Autorytet? Jan Paweł II w przekazach polskich mediów podczas Jego kanonizacji" (Greatness or authority? John Paul II in the coverage of Polish media during His canonization), Stowarzyszenie Absolwentów Dzieło, Warsaw 2016, 67-87. ISBN 978-83-939401-1-0; *Rola aktów illokucyjnych w kształtowaniu wizerunku prasowego Konferencji Episkopatu Polski. Studium ogólnopolskich dzienników „Gazeta Wyborcza” i „Rzeczpospolita”* (The role of the illocutionary acts in shaping the press image of the Polish Episcopal Conference. The study on the all-Polish daily papers: "Gazeta Wyborcza" and "Rzeczpospolita"), "Acta Universitatis Lodziensis. Folia Litteraria Polonica". No. 2(48)/2018, 353-373, DOI: 10.18778/1505-9057.48.23 ISSN 1505-9057).

During my research and academic work, I also analysed the media image of the political leaders, e.g. Andrzej Duda, as well as the image of the international organisations or social and political movements (Cf. *Wizerunek prezydenta elekta Andrzeja Dudy w tygodnikach katolickich Gość Niedzielny i Niedziela* (The image of president-elect Andrzej Duda in *Gość Niedzielny* and *Niedziela* Catholic weekly magazines), "Politeja. Pismo

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Wydziału Studiów Międzynarodowych i Politycznych Uniwersytetu Jagiellońskiego", No. 3 (48)/2017, 299-318. DOI: 10.12797/Politeja.14.2017.48.14 ISSN 1733-6716; *Proeuropejskość czy eurosceptycyzm? Wizerunek Unii Europejskiej w kontekście kryzysu migracyjnego i uchodźczego w ogólnopolskiej prasie opinii (Pro-Europeanism or euroscepticism? Press image of the European Union in the context of migratory and refugee crisis in the all-Polish opinion press)*, "Łódzkie Studia Teologiczne", No. 28(2019)1, 115-131, ISSN 1231-1634; *Wizerunek prasowy pacyfizmu (The press image of pacifism)*, in: (ed.) M. Marczevska-Rytko, D. Maj, "Nowe ruchy społeczne" (New social movements), Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2017, 283-296, ISBN 978-83-227-9012-0).

I also conducted research on the manner of shaping the public opinion on the Church by the mass media. The case study of the renunciation of pope Benedict 16th from the office of the Pope or the study on the press interpretation of the report created by the spokesperson of the Polish Episcopal Conference Józef Kloch on the most important events from the life of the Roman Catholic Church in 2012 is a part of this area. (Cf. *Rola mass mediów w kształtowaniu opinii publicznej o Kościele – renuncjacja Benedykta XVI (The role of mass media in shaping the public opinion on the Church — renunciation of Benedict 16th)*, in: "Łódzkie Studia Teologiczne", No. 22(2013), 125-137 ISSN 1231-1634; „News values” i „framing” w kształtowaniu obrazu Kościoła katolickiego na podstawie prasy polskojęzycznej w 2012 roku ("News values" and "framing" in shaping the image of the Catholic Church based on the Polish press in 2012), "Warszawskie Studia Pastoralne", No. 18 (2013), 11-38; *Media i Franciszek – refleksje po dwóch latach pontyfikatu (Media and Francis — reflections after two years of the pontificate)*, in: (ed.) B. Bogołębska, M. Worsowicz, "Chrześcijańska kultura, myśl i edukacja" (Christian culture, thought and education), Wydawnictwo Uniwersytetu Łódzkiego, Lodz 2016, 41-56. ISBN 978-83-8088-024-5; *Cum grano salis: Rola dziennikarza w przekazie wiary i w kształtowaniu obrazu Kościoła z perspektywy Roku Wiary (The role of the journalist in the message of faith and shaping the image of the Church from the perspective of the Year of Faith)*, in: (ed.) M. Kowalczyk, K. Marcyński, M. Mejzner, "Wiara. Chrzest. Apostolstwo" (Faith. Baptism. Apostolate.), Wydawnictwo Naukowe UKSW, Warsaw 2015, 106-132. ISBN 978-83-65224-01-9).

In the article titled *Wizerunek Festiwalu „Łódź Czterech Kultur” w łódzkich dziennikach w perspektywie framing analysis (The image of Łódź of Four Cultures Festival in the daily papers in Lodz from the perspective of the framing analysis)* I made an assessment of the press image of the cultural event in Lodz by referring to the multi-cultural and multi-religion character of Lodz. I also used the method of interpretation frames in order to establish the dominating frame used for covering the cultural event (Cf. *Wizerunek Festiwalu „Łódź Czterech Kultur” w łódzkich dziennikach w perspektywie framing analysis (The image of the Łódź of Four Cultures Festival in the daily papers in Lodz from the perspective of the framing analysis)*, "Studia Medioznawcze", No. 4(75) 2018, 61-71, ISSN 1641-0920). Apart from the framing function executed by the media in shaping the image, my research includes also the function of *priming* (Cf. *Priming i framing wybranych polskich publikacji o zamachach terrorystycznych w Brukseli w 2016 roku (Priming and framing of the selected Polish publications on the terrorist attacks in Brussels in 2016)*, "Acta Universitatis Lodziensis. Folia Litteraria Polonica", No. 3(41)/2017, 69-84. ISSN 1505-9057 DOI: 10.18778/1505-9057.41.05).

Another important part of my research is the theoretical thought on the methodological tools which verify the manner of applying the principles of truth and objectivism by those engaged in the processes of political communication, as well as the academic reflection on the significance and the possible limits of using the critical analysis of the discourse in the media analysis of the image of the politicians (Cf. *Deontologiczna perspektywa badań*

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*medioznawczych wizerunku polityków (The deontological perspective on the media study on the image of the politicians)*, "Łódzkie Studia Teologiczne", No. 27(2018)1, 69-86, ISSN 1231-1634).

During my research work concerning the media image of the people, institutions and events I show the importance of using the content analysis method and the hermeneutical method at the same time, because they are mutually complementary approaches (Cf. *Kategoria tożsamości i stereotypu w komunikacji religijnej. Próba hermeneutycznej interpretacji tekstów prasowych tygodnika „Newsweek Polska” w kontekście obrad synodu o rodzinie 2014-2015* (The category of identity and stereotype in the religious communication. The attempt of hermeneutical interpretation of the press articles in "Newsweek Polska" in the context of the session of the synod on family 2014-2015), "Acta Universitatis Lodziensis. Folia Litteraria Polonica", No. 5(51)/2018, 81-99, DOI: 10.18778/1505-9057.51.07 ISSN 1505-90570).

I also undertook the academic reflection on the influence of the measures and rhetorical figures applied in communication on the image of people and institutions (Cf. *Retoryczne zabiegi w dyskursie medialnym na temat propozycji prywatyzacji polskich lasów* (Rhetorical measures in the media discourse on the proposal concerning privatization of Polish State Forest), in: (ed.) M. Marczevska-Rytko, D. Maj, "Ekologizm" (Ecologism), Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2016, 145-157. ISBN: 9788377848227; *The Persuasiveness of a Message and the Problem of Legitimacy*, "Acta Universitatis Lodziensis. Folia Litteraria Polonica", No. 5(35)/2016, 59-73. DOI: 10.18778/1505-9057.35.05 ISSN 1505-9057).

I also made an assessment of the accuracy of the thesis concerning the complementarity of the theology of the mass media and media science based on the academic discussion on the status of the media theology (Cf. *Teologia środków społecznego przekazu i nauki o mediach jako dwie perspektywy badań wizerunku medialnego przywódców religijnych Kościoła katolickiego – kilka uwag do dyskusji* (Theology of mass media and media science as the two perspectives of the research on media image of the religious leaders of the Catholic Church — several remarks to the discussion), in: (ed.) J. Ołędzki, "Teologia środków społecznego przekazu w naukach o mediach" (Theology of mass media in the media science), Wydawnictwo Uniwersytetu Kardynała Stefana Wyszyńskiego, Warsaw 2018, 339-356, ISBN 978-83-8090-477-4).

I presented the results of the research on public relations during the following academic conferences:

- *Institutionalny i medialny obraz pontyfikatu Franciszka na podstawie wybranych opiniotwórczych portali internetowych włoskojęzycznych - informacja, perswazja czy manipulacja?* (The institutional and media image of pope Francis pontificate based on the selected opinion-forming online websites in Italian — information, persuasion or manipulation?), the lecture presented during the all-Polish academic conference *Manipulacja – media - Kościół* (Manipulation — media — Church), organised by the Institute of Media Education and Journalism of Cardinal Stefan Wyszyński University in Warsaw, Warsaw, 26.03.2015.
- *Obecność sacrum w przekazie medialnym – spojrzenie Benedykta XVI* (The presence of the sacred in the media coverage — the perspective of Benedict 16th), the lecture presented during the academic conference *Sacrum w mediach* (The sacred in the media), organised by the Department of the Contemporary Forms of the Faith Message of the Catholic University of Lublin, as well as the Department of Moral Theology and Ethics of the University of Warmia and Mazury in Olsztyn, WT UWM in Olsztyn, Olsztyn, 11.05.2015.

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- *Retoryczne zabiegi w dyskursie medialnym na temat propozycji prywatyzacji polskich lasów państwowych (The rhetorical measures in the media discourse on the proposal concerning privatization of Polish State Forest)*, the lecture presented during the all-Polish academic conference *Ekologizm (Ecologism)*, organised by the Unit of Political Movements of the Faculty of Political Science of the Maria Curie-Skłodowska University in Lublin, Lublin, 13-14.05.2015.
- *Jan Paweł II w przekazach łódzkich gazet codziennych (John Paul II in the articles of the Lodz daily papers)*, the lecture presented during the all-Polish academic conference *Wielkość czy autorytet? Jan Paweł II w przekazach polskich mediów podczas Jego kanonizacji (Greatness or authority? John Paul II in the coverage of Polish media during His canonization)*, organised by the academic journalism schools of KUL, UW, UKSW and UJ, Warsaw, 16-17.10.2015.
- *Erystyka a komunikowanie wyborcze – na przykładzie debaty prezydenckiej Komorowski - Duda (Eristic and election communication — based on the example of Komorowski-Duda presidential debate)*, the lecture presented as a part of the all-Polish academic conference *Polskie wybory 2014-2015. Kontekst krajowy i międzynarodowy - przebieg rywalizacji - konsekwencje polityczne (The Polish election of 2014-2015. The domestic and international context — the course of rivalry — political consequences)*, organised by the Institute of Political Science and Journalism of the University of Silesia in Katowice, Katowice, 25-27.11.2015.
- *Il ruolo comunicativo della Chiesa cattolica nelle elezioni presidenziali in Polonia del 2015 e la sua percezione da parte dell'opinione pubblica*, presentation of the message as a part of the **international** academic conference *Participation and Sharing. Managing Church Communications in a Digital Era*, organised by the Institutional Social Communication Faculty of the Pontifical University of the Holy Cross in Rome, Rome 26-28.04.2016.
- *Wizerunek prasowy pacyfizmu w polskich tygodnikach opinii (The press image of pacifism in the Polish opinion-forming weekly magazines)*, the lecture presented during the all-Polish academic conference *Nowe Ruchy Społeczne (New Social Movements)*, organised by the Unit of Political Movements of the Faculty of Political Science of Maria Curie-Skłodowska University in Lublin, Lublin, 11-12.05.2016.
- *Organizacje terrorystyczne w świecie mediów. Zamachy terrorystyczne w Brukseli 2016 r. (Terrorist organisations in the world of the media. The terrorist attacks in Brussels in 2016)*, the lecture presented during the all-Polish academic conference *Media a dyktatura. Istota dyktatury w kontekście medialnym i komunikacyjnym (The media and dictatorship. The essence of dictatorship in the context of media and communication)*, organised by the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz, Lodz, 15-16.06.2016.
- *Prasowa reklama wyborcza na łamach „Dziennika Łódzkiego” i „Expressu Ilustrowanego”. Kampania przed wyborami parlamentarnymi w Polsce w 2015 r. (The press election advertisement in "Dziennik Łódzki" and "Express Ilustrowany". The campaign preceding the parliamentary elections in Poland in 2015)*, the lecture presented during the all-Polish academic conference *Komunikowanie lokalno-regionalne w dobie społeczeństwa medialnego (Local and regional communication in the era of the media society)*, organised by the Institute of Political Science and Journalism of the University of Silesia in Katowice, Katowice, 24-25.11.2016.
- *Rola tożsamości i stereotypów w komunikacji religijnej (The role of identity and stereotypes in the religious communication)*, the lecture presented as a part of the all-Polish academic conference *Tematyczne odmiany dziennikarstwa (Thematic varieties*

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- of journalism), organised by the Department of Journalism and Social Communication of the University of Lodz, Lodz, 7.03.2017.
- *Wizerunek prasowy zgromadzeń zakonnych w perspektywie teorii socjologii stosunków społecznych Maxa Webera* (Press image of the religious orders in the perspective of Max Weber's sociology theory of social relations), the lecture presented during the all-Polish academic conference *Politologia religii* (Political science of religion), organised by the Unit of Political Movements of the Faculty of Political Science of Maria Curie-Skłodowska University in Lublin, Lublin, 10-11.05.2017.
  - *"Wizerunek prasowy Caritas Archidiecezji Łódzkiej na łamach "Dziennika Łódzkiego"* (The press image of the Caritas of the Archdiocese of Lodz in "Dziennik Łódzki"), the lecture presented during the **international academic conference** *Media-Biznes-Kultura. Pomorze 2017* (Media—Business—Culture. Pomorze 2017), organised by the Institute of Philosophy, Sociology and Journalism of the University of Gdańsk, Gdańsk, 12-13.10.2017.
  - *Wizerunek prasowy zgromadzeń zakonnych w kontekście procesów mediatyzacji sfery publicznej – granice między kreowaniem rzeczywistości a jej fałszowaniem* (The press image of the religious orders in the context of public sphere mediatization processes — the borders between creating and distorting the reality), the lecture presented during the all-Polish academic conference *Etyka w komunikacji* (Ethics in communication), organised by the Unit of Communication Theory and Practice in the Department of Journalism and Social Communication of the University of Lodz, Lodz, 12-14.03.2018.
  - *Festiwal Łódź Czterech Kultur w łódzkich gazetach regionalnych - realizacja funkcji informacyjnej i opiniotwórczej przez „Dziennik Łódzki” i „Express Ilustrowany”* (The Łódź of Four Cultures Festival in the regional newspapers of Lodz — the execution of information and opinion-forming function by "Dziennik Łódzki" and "Express Ilustrowany"), the lecture presented during the all-Polish academic conference *Media regionalne - informacyjność, opiniotwórczość, lokalność* (Regional media — informative, opinion-forming, local character), organised by the Department of Journalism and Social Communication of the University of Lodz, Lodz, 17.04.2018
  - *Wizerunek instytucji kościelnej a linia redakcyjna – casus Fundacji Dzieła Nowego Tysiąclecia* (The image of the church institution and the programme policy — the case of Foundation Work of the New Millennium), the lecture presented during the all-Polish academic conference *Linia redakcyjna a wolność dziennikarska* (Programme policy and journalist freedom), organised by the Institute of Political Science of the University of Rzeszów and the Journalism Study Association, Rzeszów, 23.04.2018.
  - *Troska o uczciwość i prawdę w kreowaniu wizerunku medialnego katolickich organizacji pozarządowych – kilka uwag metodologicznych* (Caring for honesty and truth in creating the media image of the Catholic non-governmental organisations — several methodological remarks), lecture presented during 12th academic conference on media ethics (Prawdziwe media – uczciwość i prawda w mediach. *Truthful media – honesty and truth in the media*) organised by the Institute of Journalism and Social Communication of the Faculty of Social Education at the Pontifical University of John Paul II in Cracow, Cracow, 24-25.05.2018.
  - *Metodologia badań wizerunku medialnego katolickich organizacji pozarządowych* (Methodology of the research on the media image of the Catholic non-governmental organisations), the lecture presented during the all-Polish academic conference *Wiedza – Komunikacja – Działanie* (Knowledge — Communication — Action), organised by the Institute of Journalism, Media and Social Communication of the Jagiellonian University in Cracow, Cracow, 25-26.10.2018

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- *Pro-Europeanism or euroscepticism? Press image of the European Union in the context of migratory and refugee crisis - Polish perspective*, the lecture presented as part of the **international academic conference 7th European Communication Conference (ECC) Centres and Peripheries: Communication, Research, Translation**, organised by the European Communication Research and Education Association, Lugano 31.10-3.11.2018

Other publications, which are not directly connected with the three main streams of my research, include:

- *Katolickie media polskojęzyczne na Ukrainie, Białorusi i w krajach bałtyckich* (Catholic Polish media in Ukraine, Belarus and the Baltic countries), "Łódzkie Studia Teologiczne" No. 23(2014)1, 67-74. ISSN 1231-1634.
- *Polonijne media w Kanadzie – historia i terażniejszość* (Polish community media in Canada — history and present), in: (ed.) W. Gliński, „Polonia kanadyjska. Przeszłość i terażniejszość” (Polish community in Canada. History and present), Wydawnictwo Uniwersytetu Kardynała Stefana Wyszyńskiego, Warsaw 2016, 183-197. ISBN 978-83-8090-159-9.
- *Zastosowanie klasycznych teorii znaku w reklamie* (The use of classic sign theories in advertising), in: (ed.) L. Kuras, G. Majkowski, A. Fadecka, „Idee, wartości, słowa w życiu publicznym i reklamie” (Ideas, values, words in the public life and in advertising), Wydawnictwo Akademii Humanistyczno-Ekonomicznej, Lodz 2016, 199-210. ISBN 978-83-7405-623-1.
- *Mass media i sacrum – spojrzenie Benedykta XVI* (Mass media and the sacred — the perspective of Benedict 16th), in: (ed.) M. Chmielewski, M. Jodkowski, D. Sonak, J. Woźniak, „Sacrum w mediach” (The sacred in the media), Wydawnictwo KUL, Lublin 2015, 43-60. ISBN 978-83-8061-189-4.

Apart from the aforementioned lectures connected with journalist and communication ethics, political communication and public relations, I would also like to indicate my other lectures during the academic conferences which are a part of the broadly understood media science:

- *Katolickie media polskojęzyczne na Ukrainie, Białorusi i w krajach bałtyckich* (The Catholic Polish media in Ukraine, Belarus and the Baltic countries), the lecture presented during the **international academic conference Rola mediów polskich w podtrzymywaniu tożsamości narodowej mniejszości polskiej na Ukrainie, Białorusi, Litwie i Łotwie po rozpadzie Związku Socjalistycznych Republik Sowieckich** (The role of the Polish media in maintaining the national identity of the Polish minority in Ukraine, Belarus, Lithuania and Latvia after the dissolution of the Union of Soviet Socialist Republics) organised by the World Research Council on Poles Abroad, UKSW and the Independence Museum in Warsaw, Warsaw, 30.07.2014.
- *Polonijne media w Kanadzie – historia i terażniejszość* (The Polish community media in Canada — history and present), the lecture presented as a part of the **international academic conference Kongres Polonii Kanadyjskiej – 70 lat w służbie Narodowi, Ojczyźnie i Polonii** (The Congress of the Polish Community in Canada — 70 years of service for the Nation, Homeland and the Polish Community) organised by the World Research Council on Poles Abroad, the Institute of Historical Science of Cardinal Stefan Wyszyński University and the Canadian Polish Congress, Warsaw, 7-8.11.2014.
- *Perswazyjność przekazu i polityka – analiza wybranych przemówień współczesnych polityków włoskich* (The persuasiveness of communication and the politician — the

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analysis of the selected speeches of the contemporary Italian politicians), the lectures presented during the all-Polish academic conference *Retoryka i jej dziennikarsko-medialne zainteresowania* (The rhetoric and its media and journalist interest), organised by the Department of Journalism and Social Communication of the Faculty of Philology of the University of Lodz, Lodz, 3.03.2015.

- *Praktyczne zastosowanie klasycznych teorii znaku na przykładzie spotów reklamowych* (Practical application of the classic sign theories based on the example of the advertisements), the lecture presented as a part of the all-Polish interdisciplinary academic conference *Idee, wartości, słowa w życiu publicznym i w reklamie* (Ideas, values, words in the public life and in the advertisement), organised by the Unit of Journalism, Social Communication and Media Sociology of the University of Humanities and Economics in Lodz, Lodz, 22-23.04.2015.

As a part of the research and academic work, I executed a team research project "Ekumenizm – media – polityka – nowe perspektywy badawcze" (Ecumenism — media — politics — new research perspectives) (statutory research MNiSW 2018) as the leader. Its aim was to define the press image of the actions conducted by the churches and religious associations as a part of ecumenism in the context of the 500th anniversary of the reformation. The research included the agenda-setting theory, as well as the concepts of priming and framing. Currently, I am a member of the international project titled "Miejsce i rola Kościoła w życiu społecznym" (The place and the role of the Church in the social life), conducted by the Faculty of the Greek Catholic Theology of the University of Prešov in Prešov, the Faculty of the Greek Catholic Theology of the University in Babeş-Bolyai in Cluj-Napoca and the Faculty of Theology of UKSW in Warsaw (MNiSW 2018-2019). My participation is connected with the research on the image of the Catholic Church in Poland as a political player after the 1989 breakthrough from the political science and media perspective. I am also the leader of the project titled „Wizerunek Konferencji Episkopatu Polski w polskiej prasie opinii w kontekście procesów migracji i terroryzmu drugiej dekady XXI wieku” (The image of the Polish Episcopal Conference in the Polish opinion-forming press in the context of the migration and terrorism processes of the second decade of the 21st century) (statutory research MNiSW 2019), where we attempt to define the press image of the Presidium of the Polish Episcopal Conference as a political player in the context of the migration processes and terrorist attacks based on the concept of interpretation frames (*framing*). The research refers to the definition of the similarities and differences between the institutional messages and the press echoes of the statements made by the Polish Catholic bishops on the terrorist attacks and migration processes in the second decade of the 21st century. The aim of the analyses undertaken is to define whether the Polish bishops perceive terrorism and migration in the association key or as the two separate phenomena, as well as whether the opinions of the bishops in the aforementioned issues are presented in the similar way by the Polish opinion-forming press.

In order to execute the achievement arising out of art. 16 section 2 of the act of March 14th, 2003 on Academic Degrees and an Academic Title as well as on Degrees and a Title in Art (Journal of Laws of 2016, item 882 as amended in the Journal of Laws of 2016, item 1311), as well as other academic and research achievements, I used the collection of the Library of the University of Lodz, the Library of the Cardinal Stefan Wyszyński University in Warsaw, and the Library of the Pontifical University of the Holy Cross in Rome.

I commenced my international cooperation in the academic and research area in 2005, when I began the doctoral studies in social communication in the Institutional Social Communication Faculty (Facoltà Comunicazione Sociale Istituzionale) of the Pontifical University of the Holy Cross in Rome (Pontificia Università della Santa Croce) during the

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period between 2005-2010. During my studies I participated in the lectures and established contacts mainly with the representatives of the Italian and Spanish media science academic environment. Among the people who influenced the development of my academic work is Prof. Norberto González Gaitano, the supervisor of my doctoral thesis and the then dean of the Institutional Social Communication Faculty. I also participated in his classes on communication ethics and public opinion. Professor Gaitano inspired me to undertake academic reflection on the deontology of the journalist profession, as well as to pursue research concerning the image of the churches, religious associations and ecclesial institutions.

Moreover, I would like to list the names of other academic lecturers whose lectures inspired my research and academic work: Juan José García-Noblejas, Diego Contreras, José María La Porte, Lorenzo Cantoni, Andrea Maccarini.

During the studies on social communication in Rome I participated in the international academic conferences "Professional Seminar for Church Communications Offices" every year during the period between 2005-2010. During the academic year of 2007/2008 I undertook a one-month internship in the Polish section of the Vatican Radio under the care of its manager, father Józef Polak SJ. In August and September 2008, I was also an intern in the Press Office of the Sanctuary in Torreciudad in Spain, managed by Álvaro Vilallonga.

Due to the fact that I speak English, German and Italian, I actively participate in the foreign academic conferences as the lecturer and write publications in foreign languages.

In 2016 I presented the lecture titled "Il ruolo comunicativo della Chiesa cattolica nelle elezioni presidenziali in Polonia del 2015 e la sua percezione da parte dell'opinione pubblica" during the international academic conference *Participation and Sharing. Managing Church Communications in a Digital Era*, organised by the Institutional Social Communication Faculty of the Pontifical University of the Holy Cross in Rome, Rome (26-28.04.2016).

In 2018 in Szeged (Hungary) I presented the lecture titled "Contemporary relations of religion and politics – communicative space and political space. Polish perspective after 2015" during the international academic conference *11<sup>th</sup> Central and Eastern European Communication and Media Conference*, organised by the Faculty of Political Science and the Faculty of Communication and Media Studies of University in Szeged in cooperation with ECREA Central and East European Network, the CEECOM Consortium and the ICA Political Communication Division, Szeged (30.05-1.06.2018).

Also in 2018 in Lugano (Switzerland) I presented the lecture "Pro-Europeanism or euroscepticism? Press image of the European Union in the context of the migratory and refugee crisis - Polish perspective" during the international academic conference *7<sup>th</sup> European Communication Conference (ECC) Centres and Peripheries: Communication, Research, Translation*, organised by the European Communication Research and Education Association (31.10-3.11.2018).

Together with Norberto González Gaitano I wrote the chapter "L'etica nell'informazione religiosa" of the academic monograph "Teoria e pratica del giornalismo religioso. Come informare sulla Chiesa cattolica: fonti, logiche, storie, personaggi" published by Edizioni Università della Santa Croce in Rome (*L'etica nell'informazione religiosa*, in: (ed.) G. Tridente, "Teoria e pratica del giornalismo religioso. Come informare sulla Chiesa cattolica: fonti, logiche, storie, personaggi", Edizioni Università della Santa Croce, Roma 2014, 199-222. ISBN 978-88-8333-322-4). I have also published in "Church, Communication and Culture" of the British publishing house Taylor & Francis (Routledge), as well as in "Revista Română de Jurnalism și Comunicare" ("Romanian Journal of Journalism & Communication"): *The communicative role of the Catholic Church in Poland in the 2015 presidential election and its perception by the public*, "Church, Communication and Culture", Volume 1, No. 1, 2016, 268-285. DOI: 10.1080/23753234.2016.1234123, Print ISSN: 2375-

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3234, Online ISSN: 2375-3242; *Polish political and religious leaders on the migrant crisis and terrorist attacks in 2015 reality versus mediatized communication*, "Revista Română de Jurnalism și Comunicare", No. 1 (57) 2018, 5-19, ISSN 1842-256x.

During the period between 13-18.11.2017 I conducted the lectures in German as part of Erasmus+ programme at Katholische Universität Eichstätt-Ingolstadt in the Faculty of Linguistics and Literary studies (Die Fakultät für Sprach- und Literaturwissenschaft). During the period between 1-6.04.2019, also as part of the Erasmus programme for academic teachers, I conducted lectures in Italian at Università degli Studi Suor Orsola Benincasa in Naples (Facoltà di Lettere).

I am a member of the European Communication Research and Education Association (since 2015), International Association for Media and Communication Research (since 2016), Polish Communication Association (since 2016) and Polish Political Science Association (since 2016). Due to the fact that I am a member of the aforementioned associations, I conduct research on communication ethics, political communication and public relations and I would like to continue this line of work.

I cooperate with the Giuseppe Toniolo Foundation in Verona, which is the organizer of the cycling Festivals of Catholic Social Teaching. On 22-25.11.2018 I participated in the 8th edition of this international congress in Verona. During the panel section of *La Dottrina Sociale della Chiesa sul territorio*, I presented on 23/11/2018, as part of a free voice in the discussion, the most important characteristics of the political communication of the Catholic Church in Poland after 1989. I drew attention to the role of Catholic media in Poland, which can be seen as a complementary form of institutional communication of the Church. The discussion was attended by: Prof. Stanisław Skobel (Cardinal Stefan Wyszyński University, Warsaw), Adriano Vincenzi (festival coordinator), Prof. Oreste Bazzichi (Pontifical Faculty of Theology S. Bonaventura – Seraphicum, Rome), Dr. Gherardo Girardi (St. Mary's University, London).

At the invitation of Prof. Teresa Nicolás, Elvira García de Torres and Prof. Yanicka Farmer, who chair the work of the Ethics of Society and Ethics of Communication Working Group IAMCR, I was a reviewer of the submitted papers to the international conference "Communication, Technology, and Human Dignity: Disputed Rights, Contested Truths" organized by IAMCR, which will take place in Madrid in 7-11.07.2019.

I am also one of the reviewers of the academic magazine "Kultura-Media-Teologia", as well as "Kwartalnik Nauk o Mediach" published up to 2018. I also serve as the academic editor of "Łódzkie Studia Teologiczne" with regard to the issues dedicated to media science.

Since 2011, I conduct classes in the Higher Theological Seminary in Lodz affiliated with UKSW, as of 2013 in the Institute of Media Education and Journalism of UKSW, and as of 2019 I also teach in the Faculty of Philology at the University of Lodz. During the period between 2014-2016 I gave lectures in the Research Centre of UKSW in Lodz. Below, I present a list of the subjects I have taught during the period between 2011-2019:

- Polemic, dispute and public debate
- Mission and personality of the journalist
- Contemporary challenges of media ethics
- Articles and public relations materials
- Culture-forming function of journalism
- Ethics in business and PR
- Media in Poland
- Bachelor diploma seminar: Political communication and media
- Academic research methodology
- Research on the press image of the organisations
- Mass media education studies

*Rafał Lesmirek*



- Elements of journalism and social communication
- Media and society
- Eristic and public communication
- Advertisement design — copywriting
- Brand promotion — strategy
- Public relations – interpersonal communication

Since I started working as the assistant professor (as of 1.10.2016), I have supervised the works of 6 licentiates and reviewed 7 diploma theses.

I was a member of the organisational committee of four academic conferences, including three international ones:

- the international academic conference organised by the World Research Council on Poles Abroad, UKSW and the Independence Museum in Warsaw, *Rola mediów polskich w podtrzymywaniu tożsamości narodowej mniejszości polskiej na Ukrainie, Białorusi, Litwie i Łotwie po rozpadzie Związku Socjalistycznych Republik Sowieckich (The role of the Polish media in maintaining the national identity of the Polish minority in Ukraine, Belarus, Lithuania and Latvia after the dissolution of the Union of Soviet Socialist Republics)* (30.07.2014),

- academic conference organised by the Institute of Media Education and Journalism at the Faculty of Theology of UKSW in Warsaw, *Wyzwania Nowych Mediów 2016 "Obywatel w Internecie"* (Challenges of the New Media. The Citizen in the Internet) (7.12.2016),

- international academic conference organised by the Faculty of Theology of UKSW and the Catholic Civitas Christiana Association, *By lepiej zrozumieć i przyjąć adhortację papieża Franciszka Amoris laetitia* (For better understanding and acceptance of Amoris laetitia apostolic exhortation of pope Francis) (21.11.2017),

- international academic conference organised by the Public Relations and Marketing Communication Department of the Institute of Media Education and Journalism of UKSW and the Students Research Club "Public Relations in Social Media" of UKSW, *Public relations in non-commercial institutions on the internet* (16.03.2018).

Moreover, I was also the chairman of the Organisational Committee of the all-Polish academic conference organised by the Faculty of Theology of UKSW *Św. Jan Paweł II Wielki* (Saint John Paul II the Great) marking the 40 anniversary of electing a Polish person for the office of Pope (21.11.2018).

Currently, I participate in the work of the organizing committee of the international conference "Convenience as Chance and Challenge for Pastoral Service for Family and Youth", organized in cooperation with the Katholische Universität Eichstätt-Ingolstadt, planned on 25-27.11.2019 at the Cardinal Stefan Wyszyński University in Warsaw.

I also served as the coordinator for the Students Research Club of the Institute of Media Education and Journalism of UKSW (during the period between 20.10.2016-30.09.2018), Faculty of Theology coordinator for students' internship at: journalism and social communication, theology (with the specialization of media education and journalism), as well as for students completing their internship in UKSW radio (during the period between 30.06.2017-30.09.2018). Since 2016 I have been a member of the Faculty of Theology Council of UKSW.

Since 1.10.2018 I have been the Deputy Director of the Institute of Media Education and Journalism of UKSW.

*Rafał Lesmink*