

AUTHOR'S SCIENTIFIC REVIEW

1. Full name: **Agnieszka Bogna Walecka-Rynduch**
2. Diplomas held and scientific/artistic degrees obtained, including names, locations and years of award and the title of the doctoral dissertation.

MAGISTER (Master of Arts) – the Jagiellonian University, Faculty of International and Political Studies, Institute of Political Science and International Relations, MAJOR IN POLITICAL SCIENCE, June 2002. Title of the master's thesis: *Herbert Marcuse's image of man and society compared to selected philosophical movements*.

MAGISTER (Master of Arts) – the Jagiellonian University, Faculty of International and Political Studies, MAJOR IN CULTURAL STUDIES, specialized in European Studies
A graduate course of study, November 2003. Title of the master's thesis: *The ideological aspect of integration. From the Treaty of Rome to the Maastricht Treaty*.

DOCTOR of humanities in political science, the Jagiellonian University, Faculty of International and Political Studies, Institute of Political Science and International Relations, November 2007. Title of the doctoral dissertation: *The New Left. A reconstruction of the ideology and its current reception*

In addition:

GRADUATED from the Inter-Faculty American Studies Department, the Jagiellonian University, Faculty of International and Political Studies, MAJOR: AMERICAN STUDIES, March 2002

3. Information about my employment with scientific/artistic institutions.

ASSISTANT PROFESSOR – the Pedagogical University of Cracow, October 2012 – present

ASSISTANT PROFESSOR – Andrzej Frycz Modrzewski Kraków University, October 2008 – September 2012

4. Indication of achievement*

The below contents are given considering the rules laid down in Article 16 paragraph 2 of the Scientific Degrees and Title and Artistic Degrees and Title Act dated 14 March 2003 (Journal of Laws Dz.U. of 2016, item 882 as amended by Dz.U. of 2016, item 1311):

- a) and b) title of the scientific/artistic achievement (author(s), title(s) of publication, year of publication, name of the publishers, publication reviewers),

Agnieszka Walecka-Rynduch, *A MediaEgo in the MediaPolis. Towards a New Paradigm of Political Communication*, Scientific Publishers of the Pedagogical University, Kraków 2019. ISBN 978-83-8084-293-9, e-ISBN 978083-8084-294-6, DOI 10.24917/9788380842939, pp. 350.

Publication reviewers: Prof. of the Adam Mickiewicz University in Poznań Dr. hab. Dorota Piontek (Adam Mickiewicz University in Poznań), Prof. of the Jagiellonian University Dr. hab. Magdalena Szpunar (Jagiellonian University)

c) discussion of the scientific/artistic objective of the above study/studies and results obtained with a discussion of their potential use.

Objective of the research project:

The monograph titled *A MediaEgo in the MediaPolis. Towards a New Paradigm of Political Communication, Kraków 2019*, indicated as my main scientific achievement is focused on three essential research problems identified by the key terms used in its title. My analysis covers certain concepts that previously were not subject to in-depth research projects: the MediaPolis, a MediaEgo and evolution of the political communication paradigm. Evolution of both the public sphere and the media observed at present requires consideration of the causes of ongoing changes and of forecast transformations initiated by those changes. The research project thus focused on the sphere that emerged in an intersection of known discourse areas (public, political, meta-political and media discourses). The research project that resulted in the monograph was inspired by Howard Kurtz who concluded in his study titled *Media Circus – The Trouble with America's Newspapers* that contemporary changes in the media and thus in communication consist in a wider definition given by the media of what the recipient-voter should know to assess qualifications of specific people for functioning in the public sphere¹. The monograph summarizes years of my source research into the proposed research concept (category) of a MediaEgo politician and the MediaPolis public sphere.

The observations made contributed to formulation of the main hypothesis that is indirectly suggested by the title of the publication and should be divided into three detailed hypotheses to preserve the adopted methodological approach:

H1: A new type of politician emerged on the Polish political scene: the MediaEgo with distinctive characteristics distinguishing from other actors functioning in the sphere of politics.

H2: The range of communication channels available in the MediaPolis encourages political actors to use performative communication.

H3: The presence of the MediaEgo type of politician in the public sphere of MediaPolis causes a change in the political communication paradigm.

To verify the above hypotheses, the following research questions were put:

(Q1) Can a new, personal and media-oriented type of politician be distinguished and can certain characteristic channels of communication used by this type of politician be identified in the specific mediated public sphere, i.e. the MediaPolis?

(Q2) Does repeatability exist in communication activities undertaken by politicians of this new type, can specific communication components (symbols, topoi) be distinguished, characteristic of those politicians but also reproduced in the past and at present through various communication channels?

¹Kurtz H., *Media Circus – The Trouble with America's Newspapers*, New York 1993, p. 144.

(Q3) Does this distinction of channels and media used to multiply contents indicate a change in the entire paradigm of political communication?

Research methodology:

The triangulation method was used to verify the above research hypotheses. The combination of various methods in a single research project enabled me to construct a more complete image of the reality studied. Importantly, the monograph represents inductive reasoning – beginning with a discussion of general scientific theories confirmed in the literature on the subject and ending with their reduction to specific research models showing evolution of their actual assumptions in the context of hypothetical proposals.

I perceive the observation method characteristic of the social sciences, assisted by an analysis of theoretical and meta-theoretical bases, as the principal research method used in the monograph. The method of scientific observation includes three basic phases: perception, collection and interpretation². All three phases were included in the research project: perception (participant observation), collection of research material and its interpretation in the context of selected scientific patterns and approaches. Importantly, the triangulation method indicated above is characterised by the selection of various research methods, depending on the specific detailed hypothesis to be verified. Thus, the first chapter includes principally an analysis of the existing source materials used to carry out a secondary analysis of various theories and methodological approaches that support reasoning about the theoretical constructs introduced by me: the MediaEgo type of politician and the MediaPolis public sphere. The second and third chapters are focused on meta-theory. They describe the method of reasoning about the eponymous theoretical constructs and contain their definitions. Discourse analysis and critical discourse analysis (CDA) were used in reasoning about the studied MediaPolis public sphere³. Observation of specific activities and behaviours of selected political actors was the method used to consider the MediaEgo construct. This approach led to operationalization of the concepts by reduction of the theoretical terms to observational ones. The definitions given may be described as regulating (modifying the existing meanings⁴). The deductive method was used here. The research tool so obtained was standardized and validated. The collected set of observations enabled me to draw specific conclusions assessing whether observed behaviour represents an indicator of a specific variable in light of the adopted methodology⁵.

In the empirical chapter, I also used the participant observation method, supplementing scientific observation and made from the point of view of a citizen immersed in the MediaPolis community. The qualitative method of content analysis was principally used in research into (not) new communication channels, i.e. books (creative non-fiction)⁶.

² Frankfort-Nachmias C., Nachmias D., *Research Methods in the Social Sciences*, [Polish ed.] Poznań 2001, p. 223.

³ In this context, very useful was reference to Czyżewski M., Kowalski S., Piotrowski A., *Rytualny chaos. Studium dyskursu publicznego*, Warszawa 2010; Lisowska-Magdziarz M., *Analiza tekstu w dyskursie medialnym. Przewodnik dla studentów*, Kraków 2006; Brzezińska M. M., Burgoński P., Giercz M., *Analiza dyskursu politologicznego. Teoria, zastosowanie, granice naukowości*, Warszawa 2018.

⁴ A. Grobler, *Metodologia nauk*, Kraków 2008, p. 144 ff.

⁵ Frankfort-Nachmias C., Nachmias D., *Research...* op. cit., p. 229. A precise theoretical classification of indicators built in the social sciences is discussed in chapter one of the monograph. The classification is based on: Nowak S., *Metodologia badań społecznych*, Warszawa 1985.

⁶ Content analysis was used to compare texts and groups of texts and assess the contents of certain elements and intensity of selected characteristics. More about the rules for correct content analysis: Pisarek W., *Analiza zawartości prasy*, Kraków 1983 and Lisowska-Magdziarz M., *Analiza zawartości mediów. Przewodnik dla studentów*, Kraków 2004.

Various streams and collections of messages⁷ were studied that represent social reality characterising both the MediaEgo politician and the MediaPolis public sphere. The sample texts were collected according to the criterion of reference to a politician, and selected communication topoi were used as a categorization rule. Principal characteristics of texts and emerging contexts were indicated. The entire phenomenon was described in the descriptive layer while connections between the research material and evolution of the political communication paradigm were indicated in the explanatory layer⁸. Narrative analysis was used as the second research method, including principally consideration of experiences, impressions and self-narratives recorded in the research material⁹. The research project also included a comparative analysis of graphics contained in the publications studied as part of content analysis. Similar research methodology was used in the analysis of the epistolary material discussed in light of the axiological aspect of words it contained and the choice of banner words¹⁰ – political and collective symbols and keywords (marked using a special character known as hash); their frequency and connotations were also indicated¹¹. The research material used to study the interactive media originated from official channels used by selected political actors – MediaEgo politicians. The methods used included both content analysis and comparative analysis of official accounts of the MediaEgo type of politicians on Facebook. References to the rhetorical figure of authority were used as a categorization rule¹². Specific variables were determined – theme areas with their epistemic and deontic aspects of functioning of the rhetoric authority figure. The audiovisual material was analysed using elements of analysis of multimodal media messages and the method of qualitative content analysis. Banner words and keywords (marked with hashes) were indicated using the frequency criterion. The analysis of multimodal media messages was used principally in research into the performative communication channel, both in the context of multiplication of specific contents (identified communication topoi as the categorization rule) and in the context of performative nature of the media as such (changes in their nature as a function of presented contents). Multimodal theory is built around a specific mode, understood as “a set of structural coherent semiotic measures not only sharing common physical properties but also capable of autonomous generation of complete texts”¹³. This phase of the research project also used context analysis of symbolic communication, with indicated frequencies of typical attributes whose transmodality and interference is also visible in common usage of

⁷ More about this topic: Kajtoch W., “Badanie aksjologicznego wymiaru języka prasy” [in:] Szymańska A., Lisowska-Magdziarz M., Hess A., *Metody badań medioznawczych i ich zastosowanie*, Kraków 2018, p. 19.

⁸ This part is based principally on comments in Michalczyk S., “Uwagi o analizie zawartości mediów”, *Rocznik Prasoznawczy*, No. 3, 2009, p. 95-109.

⁹ This aspect of research used principally theory of narrative turn in the MediaPolis; its basics are discussed in the first chapter of the monograph. Valuable assistance was provided by Kołodziej J.H., “Analiza narracyjna. Przygotowanie projektu badań” [in:] Szymańska A., Lisowska-Magdziarz M., Hess A., *Metody...*, op. cit., p. 45-66. Comments on the influence of narratology – theory of narrative on a MediaEgo politician and the functioning of MediaPolis are contained in the first and third chapters of the monograph.

¹⁰ The banner words should be understood as “words and expressions that are suitable for using on banners and placards due to their denotation and connotation, in particular emotive values. They convey (or evoke in the discourse partner’s mind) positive or negative associations or denote positive (*miranda*), or negative (*commendanda*) concepts. See: Pisarek W., “Polskie słowa sztandarowe i ich publiczność”, Kraków 2002, p. 8 [in:] Kajtoch W., *Badanie...*, op. cit., p. 24–25.

¹¹ Ibidem, p. 22-30.

¹² The definitional and methodological approach of Bernard Berelson was useful in this considerations. He claims that content analysis is a “a research technique for the objective, systematic and quantitative description of the manifest content of communication”. More on this subject, see: Lisowska-Magdziarz M., *Analiza zawartości mediów. Przewodnik dla studentów*, Kraków 2004, p. 13 ff.

¹³ Lisowska-Magdziarz M., “Badanie wielomedialnych przekazów w mediach masowych” [in:] Szymańska A., Lisowska-Magdziarz M., Hess A., *Metody...*, op. cit., p. 147 ff.

colloquial language. This part of analysis indicated that media texts within a certain media discourse may remain in a fully tautological relationship, thus verifying the third proposed hypothesis. Their coexistence strengthens the message and emphasises its apparent importance¹⁴. The method was also used to study the transmodal and hypertextual nature of a popular Internet series representing a default mode of reasoning about the MediaEgo.

The conclusions of those analyses were discussed using general and descriptive language to prevent the image of the communication channels analysed in the context of evolving political communication paradigm from being obscured.

Research process:

The discussed research problems were analysed in four chapters of the monograph, characterised by significant diversity, both in their topics and volumes. This disproportion resulted from the analysed research material itself, being extensive and heterogeneous in its contents.

The first, theoretical chapter discusses methodological approaches and theories that provided foundations and inspiration for the problems and questions addressed in the monograph. This presentation was limited to the context of research into a new media- and identity-oriented, personal type of MediaEgo politician and the MediaPolis public sphere immersed in the media. The chapter put emphasis on the concept and role of the key category of paradigm in scientific theory, the paradigm evolution mechanism and the consequences of initiated changes in a paradigm in the context of empirical research. Scientific theories referred to there, especially Thomas Kuhn's approach, underlie detailed theoretical analysis. Establishing a framework of the very broad and multifaceted concept of discourse as a premise to draw conclusions about the MediaPolis was an important component of the research project. An analysis of various concepts of discourse was used to verify the MediaPolis public sphere.

Chapter two contains a detailed explanation of the research category of MediaPolis that is essential for the study. Importantly, the concept is not new in recent communicology research but has not been clearly and precisely defined in social communication and media sciences to date due to its heterogeneous nature. Rare studies were published in the field of cultural sciences and were focused principally on urban space and city. No studies on what that sphere is or could be were published in Poland. The chapter thus characterizes two significantly different research approaches (adopted in communicology and in ethical-moral analyses). The communicology approach (principally German studies by Barbara Pfetsch)¹⁵ characterizes that sphere as a space combining high political culture with low popular culture (frequently also culture of big cities). The second, ethical approach analyses the MediaPolis using a completely different method, in the context of inquiry into philosophical and doctrine topics. The MediaPolis is treated here (e.g. by Roger Silverstone)¹⁶ as a category of moral existence of individuals in the world and their understanding of being "within" and "outside" it. My concept of the MediaPolis sphere is closer to the communicology approach. The MediaPolis is a public sphere that has been identified based on numerous varying

¹⁴ *Ibidem*, p. 149-150.

¹⁵ B. Pfetsch, J. Greyer, J. Trebbe (ed.), *MediaPolis – Kommunikation zwischen Boulevard und Parlament. Strukturen, Entwicklungen und Probleme von politischer und zivilgesellschaftlicher Öffentlichkeit*, München 2013.

¹⁶ R. Silverstone, *Media and Morality in the Rise of the Mediapolis*, Cambridge 2007.

philosophical concepts of what is denoted by the notion of “public”. Community and identity processes understood as axiological categories represent important components in building the media sphere of MediaPolis. Society living in the MediaPolis space is networked so that main emphasis in the adopted concept is put on the rules of communicative rationality (as proposed by Jürgen Habermas) with perlocutionary acts prevailing over illocutionary ones. The ancient understanding of the *polis* space does not change in the MediaPolis; what is changed is the device used to distribute speech making man a political animal. The device is defined as the broadly understood mass media.

The chapter contains discourse analysis of the MediaPolis as a new public sphere, showing it as a space combining the media sphere and the public sphere where all changes taking place in those spheres converge. It is a space emerging at the point of intersection of discourse areas (public discourse, political discourse, discourse about politics) and also represents the intersection of those discourse sets. It is a public, social space mediated by the mass media.

The third chapter of my book contains an analysis of a key research construct in my theory, the type of politician termed by me a MediaEgo politician. A completely new type of media-oriented politician emerged and was established in the recent double 2015 election in the Polish MediaPolis: not a celebrity, not a showman any more but a *homo politicus* focused on the media who uses a specific political “media gene” that is characteristic of a MediaEgo for the purposes of promotion of their image. We talk about a politician who previously was unknown or known to a small group of recipients but uses all available media channels for the purposes of a political event to implant his or her image in recipients’ minds. This section of the monograph thus reduces theoretical terms to a definition of the MediaEgo concept. The adopted definition had a regulatory nature – modified everyday meanings of words or intuitive approaches, making them precise and suitable for achieving scientific objectives. The concept was operationalized, its dispositional properties were indicated. The line of reasoning about a type of politician results from a paradigmatic definition that consists in indicating a representative pattern – a paradigmatic pattern. Traditional essays on creation of politicians’ images in the literature on the subject may be divided into two lines of thought: from the point of view of political marketing (mechanisms that are external relative to the politician) and from the point of view of personalization processes in politics (using internal, “identity” predispositions of the politician). This chapter characterizes the MediaEgo type of politician on three different research levels. The philosophical, social and communication background underlying the emergence of the MediaEgo type of politician must be clearly explained to fully understand who is a MediaEgo politician. The methodological premises of the study also require that indicators be determined that distinguish MediaEgo politicians from other actors who function on the Polish political scene. Three research areas were identified in this process to outline methodological premises that define and explain the MediaEgo category. The descriptive area, characterizing the choice of adjectives describing the MediaEgo type of politician; the philosophical area, indicating ontic elements distinguishable in the MediaEgo construct; the deductive area, verifying the groups of indicators assigned to the studied category. In the first area, I identified the adjectives that may be used to describe the MediaEgo type of politician: “new”, “identity-oriented”, “personal” and “media-oriented”. In the second area, I indicated a series of philosophical and communication theories that referred to the meaning of the “Ego” component that was crucial for the discussed type of politician. In the deductive area, I identified three groups of indicators that were useful in distinguishing from others and characterizing the MediaEgo type of politician, i.e. those related to the moment of entry into the political scene (1); to the communication platform used to create the

candidate's/politician's image (the language and rhetorical aspects) (2); and to the building of a media- and identity-oriented and personal type of politician in the MediaPolis space (3). The discussion led to the characteristics and a model of MediaEgo politicians and identification of their principal communication channels demonstrating evolution of the political communication paradigm (especially in image-creating communication). Referring to evolution of the knowledge paradigm, I adopted the classical concept of indicators determining this type of considerations. My reasoning about the functioning of a MediaEgo in the MediaPolis followed that approach. At least two politicians who met the requirements for the research category of the new MediaEgo personal and media-oriented type of politician were active on the Polish political scene at the initial time of research. These included Andrzej Duda (current President of the Republic of Poland, formerly a presidential candidate supported by the Law and Justice party) and Beata Szydło (former prime minister of the Republic of Poland, vice-president of the Law and Justice party). I regard those politicians as exemplars.

The fourth and most extensive chapter of the monograph focuses on the scheme of communication in the MediaPolis public sphere, new communication channels and a description of practical evolution of the political communication paradigm. I define there three types of communication used by a MediaEgo that may be compared to the canonical communicative functions, i.e. intended, transmitted and performed. The first aspect, serving the intended function, appears in a new narrative, based on distinguished communication topoi. They underlie image-creation activities foreseen for a MediaEgo in each of the communication channels. Another function, the transmitted one, manifests itself on the associative communication level where the MediaEgo politicians communicate in person about themselves, though sometimes indirectly. I described it in multiple channels. Principally, in the channel of (not) new media, i.e. typical book publications that play the role of "testimonies" about the MediaEgo politician or constitute a collection of thoughts, words and mottoes spoken by the MediaEgo, for some reasons (probably to maintain, strengthen the image) compiled, written and published. On this communication level, also mimicry and mimetic tricks were indicated that were used by the MediaEgo type of politician in social media (Facebook) as a communication platform. The goal of building an authority figure by the MediaEgo was adopted as a research perspective. This goal was also observed in another communication channel, traditional (though sent by electronic mail) letters written by prime minister Beata Szydło during her term of office. Performative communication represents the third characterized channel. This category was introduced as a multifaceted and cross-border concept extending to various actions taken in the MediaPolis that do not fit uniform typification. This communication level also indicates a change in the nature of communication process and the media used in that process. The fading distinction between political and non-political media, the opinion-forming (high) media and popular (tabloid) media also changed their nature. The popular media known as gossip media began to form public opinion and distribute high contents, thus transforming into "performative" media in which especially the communication context and capability of multiplying specific contents became as important as the channel itself. Three types of media were analysed considering this aspect. The first type is represented by books (to use a traditional media category established in the literature on the subject) but a very specific category of creative non-fiction books, a kind of simulacra typical of the present time. Another, new type of media includes Internet gossip portals, especially the portal identified in surveys as a place where political information is sought, namely Pikio.pl. Considering the practice followed by the portal of reproducing contents that originally were published in creative non-fiction, I decided that the website meets the conditions for building a performance of the present time, by creating again an already created

image. A similar role is played by the Internet series "Ucho Prezesa" (the third analysed area) that failed to evoke an adverse perception of MediaEgo politicians and created favourable images, at least in certain aspects. The series as an element of a performative message caused a transgression of promoted contents and represents as such an example of media performativity.

Conclusion from research and prospects of future analyses:

The proposed research hypotheses and analyses discussed in the summarized chapters were confirmed by the line of reasoning applied. Thus, the following theses may be advanced:

T1: A new type of politicians exists in politics: MediaEgo politicians whose characteristics distinguish them from other, similar actors functioning in the sphere of politics.

To verify the first hypothesis, I defined three groups of methodological indicators that are useful in identifying and thus seeking a MediaEgo politician. The indicators refer to the moment of entry of the candidate/politician into the state politics sphere; to the communication (language and rhetorical aspects) platform used to create the candidate's/politician's image; to the creation of a media- and identity-oriented and personal type of politician in the MediaPolis space.

T2: The range of communication channels available in the MediaPolis encourages political actors to use performative communication.

Communication in the MediaPolis is based on a hybrid style of political communication that confirms a trend in Polish political communication¹⁷ towards a model post-modernization campaign. This requires the permanent and simultaneous presence of a MediaEgo politician in multiple media channels and reproduction of story-telling information (following the normative turn in legal science). Various communication channels may be distinguished in the MediaPolis that are used by MediaEgo politicians in their self-creation and image-building actions. In this context, actions aimed to fulfil the intended function should be indicated: a new narrative; the transmitted function: associative communication; the performed function: performative communication. Close attention should be devoted in research to the classification of analysed media as "performative" ones, i.e. changing their nature depending on the presented content. Those media include gossip portals, creative non-fiction and Internet TV platforms. The performative media are characterised by their capability of, and skills in multiplying contents. The contents published once by a single provider return after a time and are published by another provider in another communication channel. Due to hybridisation of this information process (reproduction of narratives about a MediaEgo), combined with the performative nature of media in the MediaPolis, selected communication contexts are available to the entire population, regardless of their preferred media.

T3: The presence of the MediaEgo type of politician in the public sphere of MediaPolis causes evolution in the political communication paradigm.

The observations contained in chapter four demonstrate dramatic changes in actions taken in the media and multiplication of communication channels in the public sphere.

The observation method employed demonstrated the multifaceted nature of the problem and the need to study it considering evolution of the political communication paradigm. The process is indicated by the phenomena that simultaneously establish the fifth age of political communication¹⁸, i.e. the existence of a distinguishable, mediated public

¹⁷ The change processes take place in political communication in numerous democratic countries but the summarized publication discusses only the Polish political and communication space.

¹⁸ This distinction refers to theory proposed by J. Blumler and D. Kavanagh who at the dawn of the 21st century (1999) distinguished three ages of political communication providing a canon for research into evolution of

sphere of the MediaPolis with its new type of (epistemic) personal, media- and identity-oriented politician: MediaEgo and the fading distinction between opinion-forming (high-rank) and popular (entertainment) media, the influence of entertainment on the creation of communication contexts and of channels of political communication with society; the existence of performative media used as the means for conveying narratives about the MediaEgo.

The monograph, as was emphasized in its peer reviews, contributes to the discussion of convergence of the media and contents of political communication and as such to the ongoing scientific debate.

4. Discussion of other scientific and research (artistic) achievements.

May scientific achievements are focused on four areas of research:

- a) performative communication in the media;
- b) media visibility of political actors;
- c) cultural communication;
- d) ideological communication.

The areas belong to social communication and media sciences.

The first direction covers a set of problems comprehensively analysed in the monograph indicated as my major achievement, and may be described as **performative communication in the media**.

My scientific research into this areas originates in the first research project carried out with my participation at the Faculty of Political Science of the Andrzej Frycz Modrzewski Kraków University. Supervised by the Dean, Prof. Katarzyna Pokorna-Ignatowicz, I took part in the research project titled *Twenty years of democracy: political activity of the 1990s generation*. My piece of research included principally activity of politicians in the media space in democracy. I co-organized a conference on the research project: *The Media and Politics. Balance of the 2000s*. I prepared a lecture (with M. du Vall) on the crisis of leadership in the age of political marketing, eventually printed.

My work in this research area resulted in two printed scientific monographs edited by Walecka-Rynduch A., du Vall M. (ed.) *"Stare" i „nowe” media w kontekście kampanii politycznych i sprawowania władzy*, *Media i Polityka*, vol. 2, Kraków 2010 and Walecka-

communication and media processes in the 20th century. Jay Blumler added a fourth age of the Internet in 2013 in an address delivered at the Workshop on Political Communication Online¹⁸. The fourth age is characterized, according to Blumler, by "the avalanche of yet more communication abundance" both considering the number of available media and possibilities to influence the audience by communication. Blumler draws attention to a process that is important to evolution of the political communication paradigm: the change in public/audience/recipients who, even if politically indifferent, "might find it difficult to avoid some of the bombardment of politically relevant material". The fourth age of communication is also characterized as a time of dispersion and fragmentation of communication that contribute to its political polarization and radicalization of attitudes, also resulting from selective and profiled communication. We can assume that a fifth age of communication has come, characterized by a changing paradigm of communication between politicians, politics and the audience. I believe that this age of political communication will be characterized by the following indicators: a clear distinction of the MediaPolis public sphere, the existence of a new type of identity- and media-oriented MediaEgo politician on the political scene, a change in the way of communication between political actors and voters – creating a new paradigm.

Rynduch A., du Vall M., Majorek M. (ed.) *Współczesna przestrzeń polityczna. Ewolucja czy rewolucja?*, Kraków 2011. I also co-wrote a scientific study at that time, published in an impact-ranked scientific journal. The study investigated a set of problems that eventually became my principal area of research, namely mutual relationships between entertainment (understood as political entertainment) and political choices of Poles and their knowledge of processes taking place in the public sphere that is presently termed by me, without fear of contradiction, MediaPolis. The study (Walecka-Rynduch A., du Vall M., "Politicalainment as a manifestation of policy tabloidization", *Państwo i Społeczeństwo*, ed.: Z. Pucka, 2012, No. 1) was meant to organize research into new phenomena, then still associated with tabloidization of both the political and public spaces.

As a research worker at the Pedagogical University of Cracow, I have continued my research into this area since 2012. As part of the research project supervised by me and named *The Ideological Aspect of Public Relations*, I participated in multiple scientific conferences presenting selected results of research into performative communication in the public sphere immersed in the media, presently termed by me MediaPolis. The outcomes of the research project were discussed in four studies published by me in impact-ranked scientific journals. These include: Walecka-Rynduch A., "Politicality, politics and Mister Nergal in the context of the tabloidization of political stage in Poland", *Środkowoeuropejskie Studia Polityczne*, No. 1, Poznań 2013. The study emphasises the important role of performance, a major constituent of political actions and politicality at large. The artist Nergal acted as a catalyst in observations of changes taking place in the sphere of *Polis* immersed in the media; *Polis* that underwent tabloidization processes and now expands the spaces of media visibility of public figures functioning in it. Another study addressing the problems outlined in the research project was titled Walecka-Rynduch A., "Video-ideology and youtubization as a political tool of public relations", *Politeja*, No. 25, Kraków 2013. The discussion contained in the study was inspired by the thesis of Lisbet van Zoonen claiming that the media that face fierce competition at present must adopt an entertaining convention in describing politics¹⁹.

Considering and following the rules of communication consistent with political public relations, all media messages should be structured around three constituents: knowledge, skills and tools suitable for manipulating public opinion²⁰. Consequently, I identified three channels of communication between politicians and the audience of voters: two top-down channels and one bottom-up channel resulting from feedback or reproduction of media contents and messages by society. A series of studies were also prepared at that time: Walecka-Rynduch A., "Lie and political paranoia in the context of PR and political marketing strategies", *Mediatyzacja polityki. Aktorzy – płaszczyzny – konteksty*, ed.: Hess A. and Szymańska A., *Zeszyty Prasoznawcze*, No. 4, 2014. The study discusses the structuring of media messages by politicians. My interest was attracted principally by those messages that contain specific narratives but not always conveying true facts. However, they are meant to build a very specific message about a politician's image. Another aspect of that discussion is contained in Walecka-Rynduch A., "Manipulation in creating political image. The 'Ottinger Effect' in the Polish political space" [in:] *Naukowy Przegląd Dziennikarski*, No. 3, ed.: Wolny-Zmorzyński K., 2015.

¹⁹ van Zoonen L., "Popular culture as political communications", [quoted in:] Piontek D., "Politycy i media. Sposoby wpływania przez polityków na zawartość mediów" [in:] *Polska scena polityczna. Środowiska-komunikacja polityczna-strategie*, ed.: Sobolewska-Mysłik K., Hess A., Kowalczyk K., Kraków 2010, p. 147.

²⁰ Bernays E.L., *Crystallizing Public Opinion*, New York 1923, [quoted in:] Święćkowska T., *Public relations a demokracja*, Warszawa 2008, p. 19.

The outcomes of those reflections encouraged me to initiate in 2015 research as part of another project: *A MediaEgo in the MediaPolis. An Essay on Changes in Communication Paradigms Creating Images of "New" Politicians* eventually continued in the years 2016–2017 and 2017–2018. The research project resulted in the monograph *A MediaEgo in the MediaPolis. Towards a New Paradigm of Political Communication*, Kraków 2019, that is indicated as my main scientific achievement in section of this author's scientific review. When describing the achievement, I emphasized that the monograph represented an outcome of my research work over a long period. I published selected results, finally used to build a synthesis, in scientific journals and co-written monographs. The studies included, in chronological order: Walecka-Rynduch A., "Political Entertainment or New Rhetoric? Towards Contemporary Media Visibility of Politicians", *Annales Universitatis Paedagogicae Cracoviensis. Studia Linguistica XI*, Kraków 2016; Walecka-Rynduch A., "A MediaEgo in the MediaPolis. The role of (not) new media in a permanent campaign. A case study of newsletters of Beata Szydło" [in:] *Polityka w zmediatyzowanym świecie. Perspektywa politologiczna i medioznawcza*, ed.: Adamik-Szysiak M.; Wydawnictwo UMCS, Lublin 2016; Walecka-Rynduch A., "Word and emotions of a MediaEgo in the MediaPolis. The 'literary' context of political choices in 2015" [in:] *Polskie wybory 2014-2015. Kontekst krajowy i międzynarodowy, przebieg rywalizacji, konsekwencje polityczne*, ed.: Koleczyński M., Katowice 2017; Walecka-Rynduch A., "MediaEgo w MediaPolis. Lokalizm i regionalizm w pierwszym jasnogórskim przemówieniu Andrzeja Dudy jako przykład strategii wizerunkowej" [in:] *Komunikowanie lokalno-regionalne w dobie społeczeństwa medialnego. Aspekty polityczne, społeczne i technologiczne*, vol. II, ed.: Mazur M. and Kornacka-Grzonka M., Katowice 2018; Walecka-Rynduch A., "Figura autorytetu jako element kształtujący wizerunek „nowych” polityków na przykładzie facebookowych filmów Andrzeja Dudy" [in:] *Oblicza współczesnej komunikacji. Konteksty, problemy, wyzwania*, ed.: Stępińska A., Jurga-Wosik E. and Secler B., Poznań 2018.

Research undertaken in those studies was indirectly aimed to identify evolution processes of the political communication paradigm in a public sphere immersed in the media – the MediaPolis. I indicated three possible contexts of contemporary research into canonical functions of the media. Initially, my research work was intuitive. In my monograph, crowning a research project carried out over four years, I finally identified the areas of new rhetoric, associative communication and performative communication. Later on, I termed the analysed media as performative media and the studied political actors as the MediaEgo type of politician.

The second direction of my research work includes an **analysis of media visibility of political actors** (especially those functioning outside or at the border of domestic political mainstream). Also research into this area dates back to the beginning of my academic career. My participation in research projects implemented at the Andrzej Frycz Modrzewski Kraków University under scientific supervision of Prof. Stanisław Kilian, the then Dean of the Faculty of Political Science, contributed to my research work. The projects included: "Modernization of Polish Historical Political Thought" (2005–2008), "Polish Ideas at the Dawn of the 21st Century" (2008–2010). My work on the projects was summarized in two studies published in scientific journals: Walecka-Rynduch A., "Obraz współczesnej lewicy w Polsce", *Przegląd Historyczno-Politologiczny*, No. 1(5) 2010; Walecka-Rynduch A., "'E-demokracja' – antycypacja przyszłości. Rozważania na temat Polski", *Przegląd Historyczno-Politologiczny*, No. 2(6)/2010. The studies were aimed to outline an area of communication actions taken by political parties that function outside the political mainstream and attempt to find their places in the e-society, assuming possible practice of digital democracy. My study into this area

encouraged me to continue research summarized in my studies published in co-written monographs. The first study in this series was titled Walecka-Rynduch A., "Strategie marketingowe polskich partii politycznych a problem znikającego wyborcy" [in:] *Polska scena polityczna. Środowiska-komunikacja polityczna-strategie*, ed.: Sobolewska-Myślik K., Hess A., Kowalczyk K., Kraków 2010 and emphasized the communication aspect of strategic political decisions made by voters and the roles of channels then used by political parties. Another study addressing the same research problem was co-written with M. du Vall: "Netarchy as a model of future democracy" [in:] *Współczesna przestrzeń polityczna. Ewolucja czy rewolucja?*, ed.: du Vall M., Majorek M., Walecka-Rynduch A., Kraków 2011. The study focuses on the problem of the growing virtual, digital space used to take political actions. Our observations inspired in-depth analyses of changes in the public sphere itself. The analyses were summarized in yet another study: Walecka-Rynduch A., "Progresywna idea demokracji – Netarchia" [in:] *Dylematy polskiej demokracji*, ed.: Danel Ł., Kornaś J., Kraków 2012.

As a researcher at the Pedagogical University of Cracow, I initiated in 2013 the research project titled *Communication Potential and Image Identification vs. Election Chances of Extra-parliamentary Political Parties in Germany* (a survey conducted in 2013–2014 and 2014–2015). The undertaken research project identified a specific and insufficiently recognised area of communication strategies adopted by political actors functioning at the borders of political scenes in democracies. My reflection on evolution of that phenomenon originally focused on Germany where the multitude of communication and image strategies, methods for building media visibility of politicians functioning outside the mainstream, provide numerous interesting examples. On the one hand, processes are revealed that rule the world of politics and politicians, on the other hand, an important and useful research area is identified: how does the creation of image of a political organization (using communication tools) affect its political success or popular interest and support. An important objective of research work is to indicate the place and role of those political organizations that indirectly influence the extra-parliamentary scene in a democracy. The described area of research directed my attention to an analysis of communication potential available to certain organizations and their attempts to be visible and recognised in the digital space. Each of the organizations I analysed already developed certain coherent component of image making it recognisable; and each integrated its supporters using social media. The results of research achieved as part of the above project were published in impact-ranked scientific journals: Walecka-Rynduch A., "'Alternative für Deutschland' – the German eurosceptic extraparlimentary party: an image analysis in the Internet space", *Przegląd Politologiczny*, No. 1, Poznań 2015 and as chapters of co-written monographs: Walecka-Rynduch A., "'Pirates' and 'Anarchists' – the place of online parties in the German political system" [in:] *Technopolityka w świecie nowych mediów*, ed.: Zwierzdzyński M., Lakomy M., Oświęcimski K., Kraków 2015; Walecka-Rynduch A., "Kontestacja władzy w przestrzeni Internetu jako przykład strategii wizerunkowej. Analiza niemieckiej pozaparlamentarnej Partii 'Pogo'" [in:] *(KO)media. Konteksty dyskursu medialnego*, Katowice 2014. Walecka-Rynduch A., "Niemiecka Partia Piratów, czyli praktyka wirtualnej demokracji" [in:] *Demokracja elektroniczna. Kontrowersje i dylematy*, ed.: Marczevska-Rytko M., Poznań 2013.

I simultaneously applied the results of observation of actors functioning on the German political scene to the sphere of Polish political communication, summarizing my conclusion in the study published in English: Walecka-Rynduch A., "Some aspects of political public relations strategy based on the example of Polish extra-parliamentary left-wing parties. The first decade of the 21st century", *Przegląd Politologiczny*, No. 3, Poznań

2013. Selected analyses were also discussed in chapters of co-written monographs: Walecka-Rynduch A., "Dialog z Tradycją. Kreowanie wizerunku wybranych polskich pozaparlamentarnych partii prawicowych o nachyleniu narodowym. Analiza strategii" [in:] *Dialog z Tradycją*, ed.: Dźwigoł R., Steczko I., Kraków 2015 and Walecka-Rynduch A., "Edukacja i demokracja medialna w ujęciu pozaparlamentarnej partii obywatelskiej – 'Demokracja Bezpośrednia'" [in:] *Europa Środkowa. Central Europe*, vol. 5, ed.: Żarny K., Oświęcim 2016 and Walecka-Rynduch A., "Lęk i niepokój jako strategie komunikacyjne kampanii 2015 roku" [in:] *Oblicza kampanii wyborczych 2015 roku*, ed.: Kułakowska M., Borowiec P., Ścigaj P., Kraków 2016.

I also analysed the topics of image creation and media visibility of political actors on an international scale. In this research area, I am the co-author of two studies focused on nation-branding communication and its effect on state policies. The first study by Walecka-Rynduch A., du Vall M., "Branding of the state as a factor affecting a country's international position in the contemporary world. The Polish example", [in:] *Practical and Theoretical Approach to the Issue of Security*, Kielce 2013, discusses branding strategies of Poland in the context of its self-presentation on an international scale. The second study by Walecka-Rynduch A., du Vall M., "Communication challenges faced by policy of protest (PR in social and protest movements)" [in:] *Public relations wobec wyzwań współczesności*, ed.: Piechota G., Kraków 2012 applies a diachronic approach to discuss evolution of the image communication process of protest movements in the 21st century and social movements in 1968.

All studies carried out by me in this research area constitute an image of evolution of media tools used in political communication. The complete transformation of the audience's attention, a shift from traditional perception of communication channels to their new application, is of key importance at present. The individuals analysed by me as part of the research project are characterized by the need to provide the audience with as many pieces of information about them as possible using available communication channels (the old and new media). The development of media forced political leaders to increasingly focus on presentations of their personae to the audience that formerly did not need to continually perceive their presence in time and space. The past status changed in the digital age when the new audience grew in importance and became capable of creating and distributing contents. In a reality immersed in the media, media visibility is reduced to actions aimed to continually publicize information about specific political actors or individuals through the media.

Cultural communication represents the third research area distinguished by me. My research activity in this area results from my interest in the problems of broadly understood cultural linguistics and social communication. This group of my scientific achievements includes editorial work on co-written monographs, summarizing scientific conferences held as part of the project titled "Language and Media" and supervised by me since 2015 at the Pedagogical University of Cracow together with Prof. Bogusław Skowronek and Dr. Ewa Horyń (Walecka-Rynduch A., Skowronek B., Horyń E. (ed.), *Język a media. Wzory językowe we współczesnych mediach*, Wydawnictwo Uniwersytetu Pedagogicznego, Kraków 2018; Walecka-Rynduch A., Skowronek B., Horyń E. (ed.), *Język a media. Wzory komunikacyjne we współczesnych mediach*, Wydawnictwo Uniwersytetu Pedagogicznego, Kraków 2018; Walecka-Rynduch A., Skowronek B., Horyń E. (ed.), *Język a media. Zjawiska językowe we współczesnych mediach*, Kraków 2016; Walecka-Rynduch A., Skowronek B., Horyń E. (ed.), *Język a media. Zjawiska komunikacyjne we współczesnych mediach*, Kraków 2015).

The monographs also contain two scientific studies co-written by me and aimed to conduct a multifaceted analysis of contemporary cultural phenomena. These are: Walecka-

Rynduch A., Horyń E., “Współczesny Pan’ vs. ‘Logo’. The image of an ideal man – the gentleman in men’s magazines. A diachronic approach” [in:] *Język a media. Zjawiska komunikacyjne we współczesnych mediach*, Kraków 2015). Skowronek B., Horyń E., Walecka-Rynduch A., Kraków 2015 and Walecka-Rynduch A., Horyń E., Zmuda E., “Komunikacja nadawca-odbiorca w prasie lat 30. XX w. Analiza semantyczna tytułów w magazynie ‘Współczesny Pan’” (co-authors Horyń E., Zmuda E.) [in:] *Język a media. Wzory języka we współczesnych mediach*, ed.: Horyń E., Skowronek B., Walecka-Rynduch A., Kraków 2018. The first study contains a diachronic analysis of communication methods used to influence a gentleman reader in the press classified as “men's magazines”. Advice columns of two magazines were analysed: “Współczesny Pan” (a magazine published in the 1930s) and the present-day “Logo” magazine. The second study contained principally a semantic analysis of titles in the “Współczesny Pan” magazine and their role in building relationships with the readers. Research conducted in this area is closely related to a scientific sub-discipline identified by Walery Pisarek: political linguistics²¹. Now I am actively preparing to initiate a new research project exploring that area of research pending final systematization.

Additional published studies that discuss topics related to the above areas of research should be listed here. I refer to my research project carried out at the Herbert Marcuse Archive in Frankfurt am Main when writing my doctoral dissertation. The studies include (in ascending chronological order) outcomes of my additional research into an area termed by me **ideological communication** wherein communication actions of social and protest movements are analysed. The most important study in this group is based on my doctoral dissertation. The subject matter of my dissertation also inspired me to continue research into the development and functioning of German New Left groups and organizations whose image is ambiguous in researchers’ interpretations. This area of research resulted in my monograph: Walecka-Rynduch A., *At the Corner of Rudi Dutschke and Axel Springer Strasse. The New Left in Germany*, Kraków 2010 and two studies published in impact-ranked scientific journals. The first of them, Walecka-Rynduch A., “Zjawisko kultury afirmatywnej w ujęciu Herberta Marcusego”, [in:] *Estetyka i Krytyka*, No. 2, 2008, discusses the ambiguous (also from the point of view of research into contemporary processes of political communication) problem of creating false needs in society by commercial or political organizations. In the second study, Walecka-Rynduch A., “Mit nowolewicowej rewolucji odczytany współcześnie”, [in:] *Państwo i Społeczeństwo* ed.: Kilian S., No. 2, 2008, I discuss contemporary associations with one-dimensional society, one-dimensional man and his reification. Those topics are also addressed in my popular-science publications: a polemic paper titled “Baader Meinhof – desperate housewives?”, published in *Krytyka Polityczna* and a review article (given the same title) published in *Le Monde Diplomatique*; entries published in volume 4 of the dictionary of political and legal doctrine history *Słownik Historii Doktryn Politycznych i Prawnych*. Also the chapters published in co-written books belong to this area of research: Walecka-Rynduch A., “Współczesne oblicza nowolewicowej rewolucji polityczno-kulturowej”, *Księga pamiątkowa dedykowana prof. Romanowi A. Tokarczykowi*, ed.: Władek Z. with Stelmasiak J., Gogłoza W. and Kukuryk K., vol. IV, *Filozofia*, Lublin 2013 and two entries: *Erich Fromm* and *Herbert Marcuse* prepared for the university textbook *Współczesne Doktryny Polityczne i Prawne Twórcy Idee Interpretacje. Podręcznik Akademicki*, (ed.) Citkowska-Kimla A., Kozub-Ciembierowicz W., Kiwior-Filo M., Szlachta B., Kraków 2012. The subject matter of protest movements as social movements and their effect on ideological communication was also addressed in Walecka-Rynduch A., “Dziewczyny z bronią”, czyli rzecz o kobiecym obliczu terroryzmu na przykładzie działalności społeczno-politycznej

²¹ Pisarek W., *O mediach i języku*, Kraków 2007.

Ulrike Meinhof" [in:] *Kobiety wobec polityki, polityka wobec kobiet*, ed.: Frątczak A., Kraków 2009.

Research work undertaken in the defined areas is interdisciplinary but belongs to the social sciences, and more precisely to the discipline of social communication and media sciences.

Scientific involvement:

Active participation in scientific conferences and meetings also represents an important component of my research work. A list of conferences I attended with titles of lectures given by me can be found in the specification of my achievements, section III/B "Active participation in international and national scientific conferences". In my opinion, it was the opportunity to engage in scientific debate that enabled me to select and formulate my perspective and approach to my research projects.

I also always endeavoured to launch new initiatives. As an assistant professor, I took part in organization of ten important conference events. Their list is contained in section III/C of the specification of my scientific achievements: "Participation in organizational committees of international and national scientific conferences".

My activity as a lecturer during various scientific and science meetings popularizing science represents another important aspect of my scientific and research work. Firstly, it includes speeches during meetings held at the Chair of Cultural Linguistics and Social Communication supervised by Prof. Stanisław Koziara at the Pedagogical University of Cracow. As a lecturer, I gave the following lectures at the meetings of the Chair, eventually debated on by the audience: *Public relations strategies in the policy of protest movements* (2013); *"Pirates" and "Anarchists" – the place of online parties in the German political system* (2015), *A MediaEgo in the MediaPolis. The role of (not) new media in a permanent campaign – a case study of Beata Szydło's newsletters* (2016), *The changing paradigm of image communication in the MediaPolis. A case study of the "Ucho Prezesa" production* (2018).

In May 2017, I was invited also as a lecturer to a meeting organized as part of open seminars at the Faculty of Social Sciences of the University of Silesia in Katowice. My lecture discussed the literary context of the 2015 elections, analysed creative non-fiction literature and its effect on the development of the MediaEgo type of politicians.

In 2018, I participated in an expert panel "Everybody wants to change the world. Revolt and counter-culture of the rebel generation" during the scientific conference "1968. Poland-Europe-World", organized by the University of Warsaw.

On multiple occasions, I worked as a peer reviewer with editors of high-impact scientific journals, including *Zeszyty Prasoznawcze*; *Political Preferences*; *Poliarchia*. I also reviewed two studies intended for publication on the international scientific platform Pol-Int. Polish-Studies. Interdisciplinary. Scholarly information and international communication. A detailed list of those studies is contained in the specification of my achievements in section III/P "Reviewing publications in international and national journals".

International cooperation:

I participate in international scientific conferences in line with the requirement for international cooperation. A list of conferences I attended with titles of lectures given by me

can be found in the specification of my achievements, section III/B "Active participation in international and national scientific conferences".

Sine 2013, I have actively worked with the German scientific platform Pol-Int at the Center for Interdisciplinary Polish Studies of the European University Viadrina in Frankfurt an der Oder. I am a member of the editorial staff, additionally involved in a series of research projects carried out by employees of the platform. In 2018, I co-organized a project addressed to the Polish-German Science Foundation (Polish: PNFN) "Science in Transfer. Internationalization and Professionalization of Scientific Exchange between Poland and Germany". I also regularly participate, as an expert and scientific editor, in workshops for editors, Pol-Int, Center for Interdisciplinary Polish Studies of the European University Viadrina.

I participated twice in the Erasmus and Erasmus+ programmes (STA action). I gave a series of lectures on media communication at the University of Ostrava.

In March 2019, I was invited to review a master's thesis written at the European University Viadrina in Frankfurt and der Oder. The thesis was titled "Die mediale Wahrnehmung des 'Deutsch-Polnischen Preises' in Polen. Eine qualitative Analyse".

I also participated as a lecturer in European educational programmes co-financed by the EU European Social Fund. In 2015, I gave a series of monograph lectures on marketing and PR communication as part of a project carried out in the Institute of IT, at the Faculty of Mathematics and Physics of the Pedagogical University. Name of the project: "Culture Combined with IT as a Key to Economic Growth". The project was implemented as part of the Human Capital Operational Programme; Priority IV: Tertiary education and science; Measure 4.3 Strengthening and development of didactic potential of universities in the context of objectives of the Europe 2020 strategy.

In March 2019, I participated as a moderator in the meeting with External Stakeholders as part of the project implemented at the Pedagogical University and co-financed from the EU European Social Fund, "Top quality university – UP to the TOP", project no.: POWR.03.05.00-00-z221/17

Cooperation with domestic commercial institutions:

In addition to my scientific and research work, I take part in non-scientific meetings as an expert promoting knowledge during programmes addressed to commercial institutions. In this area of my activity, I participated in 2017 as an expert and supervisor in a panel on communication and self-presentation during the 3rd Congress "Science Supports Business". I also gave a lecture titled "Man as a brand. The strategy of image creation during public speeches".

In 2016, also as an expert in communication and PR, I was invited to participate in the 2nd Forum of PR and Communication Managers. I gave a lecture: "Millennials and the New Media".

I have also supervised non-teaching professional practical training courses since 2012. As a co-ordinator of projects implemented jointly with External Stakeholders, I signed a dozen cooperation agreements for practical training courses in commercial entities. I also work in the Admission Committee in the Institute of Polish Philology at the Pedagogical University of Cracow.

Membership in international and national scientific organizations and societies:

I have actively participated in activities of various scientific groups for years. I am a member of the Polish Communication Association (political communication section), member of the Expert Board at the International Public Relations Center, a scientific editor of Polish Studies. Interdisciplinary Specialist Information and International Exchange (Pol-Int.) the Center for Interdisciplinary Polish Studies of the European University Viadrina, and supervise the Team for Research into the New Media and Journalism at the Media Research Center.

A. Rynduch

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