

THE INSTITUT OF SOCIAL COMMUNICATION AND MEDIA – research topics/field

Name of the supervisor	Research field
Dr hab. Katarzyna Kopecka-Piech	<p>Mediatization, including: mediatization of everyday life; sport and physical activity; health, illness, health care (including pandemic and postpandemic period); well-being; nutrition; family life; childhood; especially (de) mediatization and (counter)mediatization, i.e. practices of turning away from the media (digital disconnection, digital detox); changes in users' media practices during periods of sudden change e.g. war, pandemic, other crises. Digital media: media convergence, mobile media and the importance of mobile apps, the impact of the latest media technologies (Artificial Intelligence, wearable, embedded, ubiquitous technologies, internet of things, augmented reality, virtual reality, the role of voice assistants and smart technologies, etc.); the relationship between media and space; urban media;</p> <p>Theoretical research, critical studies: analysis of contemporary technological processes: datafication, platformization, algorithmization, the role of Big Data and artificial intelligence, etc.; mediatization theory: critical and/or comparative studies of paradigms, approaches and concepts; social theories of media technology development</p>
Dr hab. Barbara Giza, prof. UMCS	<p>Film in social communication, social history of film, sociology of film, film journalism, film sources and archives, political and social contexts of the film, film adaptations of literary works, filmmakers and their perspective on communism.</p>