

UMCS
MEDIA POLIOLOGI

MEDIA IN AMERICA 2023

BOOK OF
ABSTRACTS

KEYNOTE ADDRESS

Alexa
Weik
von
Mossner



Alexa Weik von Mossner is Associate Professor of American Studies at the University of Klagenfurt. Her research explores American environmental culture from a cognitive ecocritical perspective. She is the author of *Cosmopolitan Minds* (U of Texas P 2014) and *Affective Ecologies* (Ohio State UP 2017), the editor of *Moving Environments* (Wilfrid Laurier UP, 2014), and the co-editor of *The Anticipation of Catastrophe* (Winter 2014), *Ethnic American Literatures and Critical Race Narratology* (Routledge 2022), and *Empirical Ecocriticism* (U of Minnesota P, 2023). She recently published her first novel, *Fragile* (Elzwhere 2023).

GROWING HOPE: NARRATIVES OF FOOD JUSTICE IN AMERICAN MEDIA

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The talk will consider a selection of food justice narratives in contemporary American Media: stories about community gardening, food sovereignty, and vegan food justice. It will show that there is common ground between these movements which is part of a larger narrative about mind, body, and earth, and about growing hope for a better and more equitable future. In the United States, this is especially true for food justice narratives told by people of color and their historically marginalized communities. The talk will explore stories about people who fight against this structural injustice and the racist ideologies sustaining it: stories about defiant gardening and culinary self-empowerment in media ranging from essay collections, practical guides, and cookbooks to blogs, TikTok videos, and documentary films. It will argue that stories about these inherently hopeful practices matter in a time of global ecological crisis because our emotional responses to them may lead to resilience rather than denial or avoidance.

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SESSION 01: MEDIA IN TIMES OF CRISIS

Natalia Landek, Jagiellonian University in
Cracow, Poland

The image of armed conflicts in American
television releases

During my speech, I would like to discuss broadcasting armed conflicts on the example of the largest stations on the American market, including CNN, FOX, CBS, NBC and abc. In my research, I will also compare the content of American stations and Al-Jazeera operating in the Middle East. I am going to address economic and social issues, providing the speech with a cross-sectional character, and I will also recall the narrative solutions used by various stations. After analyzing the content of the media, I will also focus on how - and if at all - the media present the topic of armed conflicts and how they should do it.

Marek Kawa, Korczak Academy of Applied
Science in Warsaw, Poland

Fear and anger. First days after 9/11 attack in
American local media

From the perspective of local media (i.e. "The Chicago Tribune" and others) the author will try to present an insight into the atmosphere and feelings of American local communities which reflect the phenomena of witnessing on live the shocking terrorist attack in the modern history, the destruction of the WTC Towers in New York City by kidnapped civilian airplanes on 11 September 2001, were transmitted live on television and thus reached a new dimension of media impact on society.

Neerej Dev, Kristu Jayanti College, India
Battle of perception and the Master
Narratives of US in the Russia-Ukraine War

This research article aims to explore the master narratives of the US in the Russia-Ukraine War and how they have influenced public opinion and policy. A sample of articles from US news outlets, including The New York Times, The Washington Post, CNN, and Fox News, published between February and September 2022 were analyzed using a thematic approach to identify recurring master narratives related to the US involvement in the conflict.

Louisa Gertrude Rogers, Northumbria
University, UK

War in Vogue: Militarized Bodies and The War
on Terror

Fashion, with its insistence on the body as a site of symbolic meaning, is a logical but provocative and critically underexplored medium for the consideration of militarized themes. It is particularly contentious where it subverts the expectation of the infallible technologically enhanced soldiered body. This case study focuses on a textual analysis of Steven Meisel's 2007 editorial shoot 'Make Love Not War' for Vogue Italia, which employs convergent representational tropes of the soldiered body to expose Western hypocrisies and contribute to a dissenting view of the conflict that threatens the dominant American narrative.

Ilona Biernacka-Ligęza, Maria Curie-
Skłodowska University in Lublin, Poland
Digitalization of local media the chance to
rebuild local agora

This article explores how the quality of democratic process can be augmented by digital media uses on the local level. It is discussed the contemporary structure of contemporary civil society structure in selected regions. Secondly the paper focuses on the development of local community e-participation (bottom-up process). Using both quantitative and qualitative aspects of research the author of the paper is trying to analyse how the power of digital media is used by local communities. The aim of this paper is to conduct a comparative study of digital local public spaces in different countries (USA; Italy, UK; Poland) and explore the ways in which these public spaces could contribute to greater community and civic engagement, as well as social cohesion and integration.

SESSION 02: AUDIOVISUAL STATES OF MIND

Justyna Fruzińska, University of Lodz, Poland
The representation of Anglo-American relations under George VI: Downton Abbey and Hyde Park on Hudson

The aim of this paper is to discuss both productions in the context of 19th-century Anglo-American cultural animosities. The writers of both films seem to describe the early 20th-century reality through stereotypes and tropes that gained their popularity a century earlier. I will refer to the convention of anti-Americanism, prevalent especially in British travel writing about the U.S., and show how the world presented in Downton and Hyde Park conforms to the notions disseminated by such literary works.

Dina Farouk Abou Zeid, Ain Shams University, Egypt

Happiness through television among Egyptian viewers

This study examines the television content which brings happiness among Egyptian viewers. Mood management theory is applied as a theoretical framework. A survey of 50 Egyptians was conducted. The findings show that comedy, romance and music are important elements of happiness on television especially through movies and TV series from the United States of America, Turkey, South Korea and India besides Egyptian ones. The findings agree with mood management theory because most of the respondents mentioned that television changes their mood through selective exposure.

Ilias Ben Mna, Humboldt-University of Berlin, Germany

Ghostface needs a hug - Scream 2022 as a sequel for crisis and self-care narratives

In my analysis, I will trace how Scream 2022 combines tales of family drama with larger cultural anxieties. I intend to dissect how Scream 2022 presents a society in "perpetual crisis mode"; gripped by complex and intensifying rifts and a constant push towards returning to familiar structures of interpretation and narration. In doing so, the film highlights critical aspects of popular imaginations of self-care in a time of permanent irresolution.

Isha Singh, Jawaharlal Nehru University, India
Post Apocalyptic Americas in The Last of Us and The Walking Dead

This paper will look at the shows in terms of the lens of race, gender and sexuality to understand if the identities that inform the notion of 'America' shift or change in a post-apocalyptic depiction. Even though the shows depict zombiefication through various means and the establishment of new societies, the essential class markers and gender identities are often not subverted. The government retains control and power and often this is an allegory for the present-day condition of America.

Patrycja Winiarczyk, Maria Curie-Skłodowska University in Lublin, Poland
German Expressionism in David Lynch's films

The aim of my presentation is to showcase the influence of German Expressionist cinema on David Lynch's work. Although this trend may seem distant to contemporary audiences due to its development period (1919-1924) and form of expression, its characteristics have been modified and continue to be present in modern cinema. The American director's use of surreal and abstract imagery, non-linear narrative, and deep exploration of the human psyche in films "Eraserhead," "Blue Velvet," and "Mulholland Drive" can be traced back to the influence of German Expressionist filmmakers such as Friedrich Wilhelm Murnau and Fritz Lang.

Niwona Grodź, WSUS, Poland
The image of America in Polish audiovisual culture (film)

The topic of consideration will be the image of America in the films of Polish directors who have taken up this topic. The aim will be to answer the question about the role of this myth in contemporary culture.

SESSION 03: ALL ABOUT WOMEN

Maja Piskadło, University of Warsaw, Poland
"I Can't Identify as a Woman": Veep and the intricacies of female politics in the U.S.

The HBO show *Veep* maps out the intricacies of being a female politician in the contemporary United States. In doing that, it suggests that managing these intricacies often can be leveled down to symbolism and token-fueled power struggles as opposed to genuine efforts towards a broad, active, and change-sparking representation of women. The series offers a critical look at identity politics as a convenient tool for individual political advancement rather than an honest challenge to the status quo. This paper analyzes some ways in which *Veep*'s protagonist Selina Meyer—a representative of the white upper middle class and a self-proclaimed misogynist—navigates the world of contemporary US politics.

Ergün Baylan, Canakkale Onsekiz Mart University, Turkey

New Wave of Feminist Historical Rewritings in Contemporary American Literature

Feminist discourse and feminist revisionist strategies have unearthed the patriarchal narratives and made historical fiction a fruitful site for exploring women's voices and experiences that have been long-silenced and ignored. This study, therefore, mines the works of Margaret George (*Helen of Troy*, 2006), Madeline Miller (*Circe*, 2018), and Janell Rhiannon (*Rage of Queens*, 2021) to understand their counter-narrative attempts at dismantling established mainstream historical and political discourses. I argue that, in contemporary American literature, analyzing their rewritings and revisions of the ancient myths and stories that have functioned as foundational texts demystifies the glorification of concepts of war, warriors, men, and masculinity.

IJana Pelclová, Masaryk University, Czech Republic

Cannamommies and the redefinition of motherhood in online press

Framed within the methodological framework of multimodal discourse analysis (Kress and van Leeuwen 2001; Ledin and Machin 2020) and systemic functional grammar (Halliday), the paper studies online magazine and newspaper articles that cover the topic of cannamommies. It examines the discursive strategies the texts use to redefine motherhood and to destigmatize marijuana consumption by mothers and expecting mothers. It focuses primarily on the strategy of naming and describing and on that of representing actions, states and events (Jeffries 2010), both in their verbal and visual representation.

Anna Marek, Maria Curie-Skłodowska University in Lublin, Poland

A woman's freedom seen through the hijab

Muslim women are redefining hijab in social media as much more than just a piece of clothing to cover themselves. It represents not only their religion but their freedom or lack of choice. Two ways that clash are causing the media to shape the identity of Muslim women today. The symbol of covering one's body, which is practiced in Islam, today runs well beyond religion. It causes a link between social media, religious identity, political views, and fashion.

John Ronan, Kutztown University of Pennsylvania, USA

Teaching Feminist Theory with *Dear White People* and *Pose*

My paper describes the ways in which two recent television series, Justin Simien's *Dear White People* (2017-2021) and Ryan Murphy, Brad Falchuk, and Steven Canals's *Pose* (2018-2021), highlight for students the strengths and limitations of the work of seminal feminist theorists Kimberlé Crenshaw, Judith Butler, and Adriana Cavarero. *Dear White People* for instance portrays gender and sexuality as performative, in line with Butler's thought. However, the very characters whose experience of race fits so neatly into the theoretical framework of intersectionality and whose gender and sexuality are explained so convincingly by Butler's theory of performativity, resist such categorization due to the fact that they each have unique life stories.

Michaela Fikejzová, Metropolitan University Prague, Czech Republic

Stay-at-home girlfriend TikTok trend as a case study in the rhetoric of postfeminism

The TikTok trend of unmarried and child-free women voluntarily giving up on their careers to be "full-time" homemakers for their, usual entrepreneurial, boyfriends sharing their daily routines, mini-vlogs, and "lists of their duties" hit the platform by storm, ranking in millions of views just as an enormous amount of stitches, duets, and satire react videos. In this paper, we focus on the criticism surrounding this trend both on the platform (comment section of the most popular videos, popular stitches, etc.) and the criticism published on other media platforms (Refinery29, Insider, Distractify, YouTube, etc.). The trend is labeled both as "inherently anti-feminist", "irresponsible", "classist", and "racist" as well as the peak of liberal feminism where "women can (freely) choose to be exclusively homemakers".

SESSION 04: TO REMEMBER WHO WE ARE

Ewa Antoszek, Maria Curie-Skłodowska University in Lublin, Poland
Border Performances: Challenging Popular Representations of the U.S.-Mexico Border

The U.S.-Mexico border has been present in the media for decades. The images and accounts usually focus on the militarization of this space and its main cause - undocumented migration to the U.S. These themes reappear in the media alongside with new legislation on immigration or subsequent waves of migrants, proliferating distorted images of the border. As a result, in popular opinion the southern U.S. border is regarded as contingent and problematic space. The aim of my presentation is to analyze selected examples of performances that have taken place on the border to challenge this popular perception of that space.

Kat Fox, University of California, Los Angeles, USA

This American Death: Memorializing mass casualty events in the American media

This research examines how media coverage proposes and constructs the collective memory and memorialization of American mass casualty events in the 20th and 21st centuries. I posit that a "formal feeling" of public grief and collective memory is first constituted through everyday exposures to rhetorical characterizations of the deceased, the manner of dying, and the death event's social contexts in memorial media coverage. My data come from a qualitative archival document analysis of nationally-syndicated newspaper publications in order to examine trends in media rhetoric during and after cases of mass casualty events: 9/11, the AIDS epidemic, the 1918 influenza, and the COVID-19 pandemic.

Ilzabella Kimak, Maria Curie-Skłodowska University in Lublin, Poland
Busha, jaja, golumbkie & pieroshkies, or what Americans of Polish descent need Facebook groups for

In this presentation I intend to look at two popular Facebook groups for Americans of Polish descent: I Love My Polish Heritage Group and Your Polish Story. It is my contention that these groups fulfill a very important function of community building, as corroborated by the sheer number of their members (61k and 16k, respectively) and the lively discussions carried out under each and every post. Looking at some recent posts by members of these groups, I wish to show how despite the deployment of state-of-the-art communication technologies and social media, these groups to a large extent subscribe to a fossilized notion of Polishness exemplified primarily by the Polish language, foodways, and - to a lesser extent - Catholic rituals and celebrations.

Agnieszka Gondor-Wiercioch, Jagiellonian University, Poland
The rhetoric of colonial and decolonial - Avatar meets Reservation Dogs

My aim is the examination of colonial and decolonial agenda informing the content of these productions. I am going to concentrate on aspects such as utopian space vs realistic contemporary location, White Savior vs sovereignty, Noble Savage/Vanishing Indian vs diverse indigenous characters, pathos vs black humor, going Native vs staying oneself, archaic culture vs participation in global culture.

Anna Bendrat, Maria Curie-Skłodowska University in Lublin, Poland
#BlackLivesMatter from media to the stage

Aleshea Harris's *What to Send Up When It Goes Down* is a play featured as a "ritual, and a home-going celebration that bears witness to the physical and spiritual deaths of Black people as a result of racist violence" (Playwrights Horizons). Harris began writing the play in 2014, in response to George Zimmerman's acquittal for the murder of Trayvon Martin, and has staged it several times, as a way of memorializing the deaths of Black people at the hands of the police and other violent actors. Setting out to disrupt the pervasiveness of anti-Blackness and acknowledge the resilience of Black people throughout history, Aleshea Harris's acclaimed play blurs the boundaries between actors and audiences, offering a space for catharsis, discussion, reflection, and healing

SESSION 05: HEAR THE MUSIC

Lidia Książ-Hunek, Maria Curie-Skłodowska
University in Lublin, Poland

TikTok killed the music video star? The
(r)evolution of music video in American music
industry

The presentation aims to show the impact of the music video medium on American popular culture. The presentation will focus on the evolution of the music video over the decades and platforms such as MTV and VH1 through YouTube to VR (virtual reality) technology and TikTok, paying particular attention to examples of music videos that have defined the nature of the medium. Importantly, the potential of the music video as a tool for commenting on the contemporary socio-political situation in the US will be highlighted. Selected music videos such as Childish Gambino's "This is America" (directed by Hiro Murai), Justin Timberlake's "Supplies" (directed by Dave Meyers) and Janelle Monáe's "PYNK" (directed by Emma Westenberg), which represent a commentary on a particular moment in US history (they were released during Donald Trump's presidency), will be analyzed.

Madhurjya Kashyap, University of Hyderabad,
India

Mapping the music: reception and memory

This paper attempts to understand the impact of the American media, particularly American music, on the lives of people, mainly in third-world countries, who discover some of the popular, well-liked songs for the first time in their lives with the advent of the digital epoch.

Moreover, the paper argues how the introduction of 'American' music to these places has provided a gateway to idealising and living the American dream. But of all these, the most crucial phenomenon to notice is how an entire generation received the music and how certain musical acts and bands from the late 20th century till the early 2000s affected a generation of people not only in shaping them but also how the music became part of their memory. In this regard, this paper analyses the reception of some of the popular 'American' music and how it pertains to mnemonics - as the music ages with people's lives. How one particular song has come to symbolise endless meanings, the methodology is based on the observation/study of YouTube comments, as people share their stories attached to that music. .

Maciej Smółka, Jagiellonian University, Poland
Halftime shows as Cultural Discourse of
America: Image-building and identity
formation in performances from 2019 to 2023

The goal of this paper is to analyze a cultural discourse of Halftime Shows, which constructs a specific image of the United States. While the modern era of Halftime Shows started in 1993, the research will focus on the most recent five performances - Maroon 5's in 2019, Shakira and Jennifer Lopez's in 2020, The Weeknd's in 2021, Dr. Dre and his associates in 2022, and Rihanna's in 2023. The study will treat Halftime Shows as a popcultural tool in identity formation aimed at internal and external communities. While the performances are considered family-friendly and apolitical presentations of art, the paper will argue that they involve a set of messages aimed at image-building through the promotion of specific values fixed in the context of popular music and visual arts.

SESSION 06: MEDIA AND POLITICS

Omprakash Kushwaha, Chandigarh University, Punjab, India

Cartoons as Ideology: Comparison of Times of India and New York Times (1969-1971)

The paper contextualizes the politics of cartooning focusing on Times of India and New York Times' cartoons published from 1969 to 1971. Keeping the idea of the Marxist sociological framework, this paper examines many complex issues and a detailed contextual analysis of both- Times of India and New York Times' cartoons. In this, the relationship between newspapers and political structure in India and America has been examined in order to locate cartoons within a sociological framework. The paper also poses a general question that how cartoons as a medium of communication and its different genre perform; vehicle of modernity, contributor in social change and reflections of class struggle

Patrick Vaughan, Jagiellonian University in Cracow, Poland

The rise and fall of the rhetoric of detente

This paper will examine two well-known speeches within the context of the Cold War. The first will focus on John Kennedy's famous 1963 American University speech which according to Kennedy speech-writer Arthur Schlesinger was nothing less than an attempt to change the fundamental direction and nature of the Cold War. Fifteen years later the Russian novelist Alexander Solzhenitsyn provided a widely discussed speech at Harvard University that was very critical of the state of detente and charged that "modern" American society had become shallow and materialistic due at least in part to an embrace of "modernity" without a spiritual dimension. Both speeches provide interesting snapshots of the political and sociological debates of the time.

Rafał Kuś, Jagiellonian University, Poland
U.S. Declaration of Independence in the contemporary presidential rhetoric

The aim of this presentation is to determine the influence of the Declaration of Independence - one of the founding documents of the United States - on the contemporary American political rhetoric. The Declaration, crafted primarily by Thomas Jefferson and adopted in 1776, remains a significant text of the American Enlightenment and has been an inspiration for the United States political and legal system ever since. The research questions of this project focus on how much the Declaration's ideals of "life, liberty, and the pursuit of happiness" (inter alia) shape the American contemporary rhetorical discourse.

Magdalena Zmijkowska, University of Warmia and Mazury in Olsztyn, Poland

Image of U.S. Ambassadors to Poland in the pages of Polish weekly opinion magazines in 2021-2022

The paper presents the results of a content quantitative and qualitative analysis conducted on the basis of press materials devoted to US Ambassadors in Poland and published in selected Polish weekly opinion magazines in 2012-2022. Newspaper titles were selected as the subject of the study: "Sieci", "Newsweek", "Polityka", "Wprost". The starting caesura is the beginning of Ambassador Stephen Mull's term and the ending caesura, the end of Gorgette Mosbacher's term. The purpose of the paper is to answer the question of what image of successive U.S. Ambassadors in Poland was created by the various editors of Polish weekly opinion newspapers, and what factors influenced this.

Swati Bute, Jagran Lakecity University, India
Representation of America in India - In reference of geopolitical issues

Proximity matters a lot when it comes to news reporting in Hindi Medium 24/7 News channels in India. Indian media report mostly International news in reference to America. A big percentage of Indian people live in America and that is why issues related to international affairs in which America is associated with are mostly covered by Indian media specifically by Hindi language 24/7 news channels. We have seen different media narratives at the time of Indo-China tension during 2020, Afghanistan crisis and recently when the Ukraine war is going on. This paper will critically examine how Indian Hindi language 24/7 TV channels covered these events.

SESSION 07: NEURO-BOUNDARIES

Wiktorja Aleksandra Barańska and Patrycja Malinowska, Jagiellonian University in Cracow, Poland

Celebrating neurodiversity or another old dating chestnut? The image of a person in the autistic spectrum created by the dating show Love on the spectrum

The first American season of Love on the spectrum stands out among tens of other shows, as it focuses on the dating of people on the autistic spectrum. In our research, we explore its meaning to the people on the spectrum and whether it empowers them and grants representation of neurodivergent persons, or rather replicates stereotypical images and uses autism only as a way of differentiating from other shows to attract a bigger audience and consequently gain more money.

Klaudia Halina Matera, SWPS University of Social Sciences and Humanities in Warsaw, Poland

How does media influence the process of translation?

How do media, along with translation tools influence the process of translation and the receivers of the final touch? What is the contemporaneous role of the human in the process of transferring the context through media? Does media impact the final touch and if so how it influences the receivers of translated text?

Elżbieta Pawlak-Hejno, Maria Curie-Skłodowska University in Lublin, Poland

How Crowdfunding breaks boundaries - media examples

This paper will explore the ways in which crowdfunding has revolutionized the traditional methods of funding and the impact it has had on the media industry. Through a series of media examples, I will delve into the ways crowdfunding has broken boundaries and enabled creators to bring their projects to life. From journalism and film to music and art, crowdfunding has provided a platform for diverse voices to be heard and for projects that may have been deemed too risky by traditional funding bodies to come to fruition. By examining case studies, best practices, and future trends, this paper aims to provide a comprehensive overview of how crowdfunding is shaping the media landscape and challenging traditional power structures.

Kamil Margielewicz, University of Silesia in Katowice, Poland

Conceptualization of the human condition in the 21st century, and its effects

In my speech, I would like to focus mainly on the "conceptualization of man and his behavior in the 21st century" as well as on a few examples to show its application in various countries. I would like to present the innovation of these behaviors and how they have changed and evolved over the last few years. I would also like to present the changing traditional approaches to mental and emotional (especially the latter) response to a very rapidly changing environment (considering North America and Europe)

Piotr Tomczuk, Maria Curie-Skłodowska University in Lublin, Poland

Why do people love the Wild West? New media and romanticization of the Borderland History

Modern media often offers a trip to the past. In the example of video games like Red Dead Redemption (series), we can see how much recipients are interested in the subject of the Wild West. Why do people love the cowboys? We will look at the video games industry (Call of Juarez, Red Dead Redemption), TV series (Godless, Westworld), and movies (Django, Hateful 8). An analysis of how the postmodernist view changes the reception of Wild West will be conducted. Who the cowboys and gunslingers were? What was their day-to-day life? How realistic is that shown in modern media? And can we still find the real Wild West in the United States? The research will also look at a number of historical figures, like The Daltons and "Doc" Holliday or Wyatt Earp. How accurate is their picture in the media?

SESSION 08: WHO ON EARTH ARE WE?

Radosław Sajna-Kunowsky, Kazimierz Wieliński
University in Bydgoszcz, Poland
Human and Earth in "National Geographic": a case study

"National Geographic", founded in 1888 by a group of scientists and other gentlemen from the Washington-based National Geographic Society (NGS), is the most widely read popular science magazine in the world with over forty local editions in various languages. The aim of this paper is to present the problem of human-Earth relations in the "National Geographic", taking into account the rhetoric used to mobilize the audience in the fight against global warming and other problems of the planet. The content analysis performed in this study (focused on the magazine, but including its website, National Geographic TV channel and NatGeo social media) covers the period 2001-2023.

Jana Hallová, Masaryk University, Czech Republic
Identity and representation practices on Twitter via multimodality

The presented project observes the representation practices employed by the wealthy and the influential on the social media micro-blogging platform Twitter via newer forms of communication - namely in the form of multimodal memetic posts. For these purposes, a representative of the observed group was selected (Elon Musk). The study examines a multimodal post by Elon Musk on Twitter based on contextual elements, concepts such as humor, multimodality, celebrity identity online and power, or Van Dijk's ideological square and its concepts of the collective Us and the opposing Them.

Ilrena Snikhovska and Yevheniia Kanchura,
Zhytomyr Polytechnic State University,
Ukraine
White Noise: interpretations and implications for modern media

In 1985, American writer Don DeLillo used the term "white noise" for the title of the novel, where the commercial medium, which is at the same time human's habitat, is filled with "white noise", having a deep and fatal impact on the protagonist's consciousness. In the next decade (1997-98), Terry Pratchett and Neil Gaiman coined the term "White knowledge", meaning all the undefined facts filling up the human consciousness, creating the mindset and world-view background. The named term was successfully incorporated into the Mass Media language and became a trope. The paper aims to study the function of the term "white knowledge" in the English language media through the perspective of the unconscious impact of co-called background common knowledge.

Petr Hans, Masaryk University, Czech Republic
Fox News' reporting on COVID measures

The presentation discusses the results from a critical discourse analysis of the spoken discourse aired on The Fox News Channel during the COVID-19 pandemic in 2020 and 2021, specifically examining bias (especially right wing bias). The corpus compiled for the study consisted of the spoken transcripts of all episodes of the morning show Fox and Friends aired between March 2020 and December 2021. The analysis focuses on identifying phenomena such as language of power, bias towards favoring one side of a controversial issue, as well as what devices are used to achieve the desired effect, such as framing and phrasing of the hosts' comments and arguments.

Małgorzata Rutkowska, Maria Curie-Skłodowska University in Lublin, Poland
Stop buying, start sewing! Slow Fashion and sustainability in selected American historical fashion Vlogs on YouTube.

In the last decade the phenomenon of "fast fashion" has been increasingly criticized for its negative environmental and social impact. My presentation analyses selected videos made by three American YouTubers : Bernadette Banner, Aby Cox, and Mariah Pattie, who promote the historical approach to clothing. Their YT channels are devoted to fashion history and practical skills of sewing, patterning and costuming. Presenting themselves as knowledgeable amateurs rather than professionals, Banner, Cox and Pattie use their experience of making and wearing historically inspired clothes in everyday life to compare and contrast past consumers' choices and practices with the contemporary ones. Not only do these vloggers criticize fast fashion as wasteful and unethical, but they also actively promote sustainability in clothing.

Julie A. Davis and Robert Westerfelhaus,
College of Charleston, USA
Part of the team yet always apart: Black Widow through multiple Marvel series

In this study, we critique how the Marvel's Black Widow conforms to, and deviates from, the conventions of the American monomyth that has shaped the stories told by American popular culture, and consequently consumed throughout the world via global popular culture, including stories featuring costumed superheroes. We also take a critical look at the gendered treatment and sexual objectification of Black Widow, which is emblematic of the treatment of female costumed superheroes past and present. And, in looking at Black Widow's Slavic ethnic identity and her gendered treatment and sexual objectification, we acknowledge the critical importance of intersectionality in shaping the development and depiction and audience reception of her character.