



The Pontifical University
of John Paul II
in Cracow

Institute of Journalism,
Media and Social Communication



4th International Conference

Media for Man

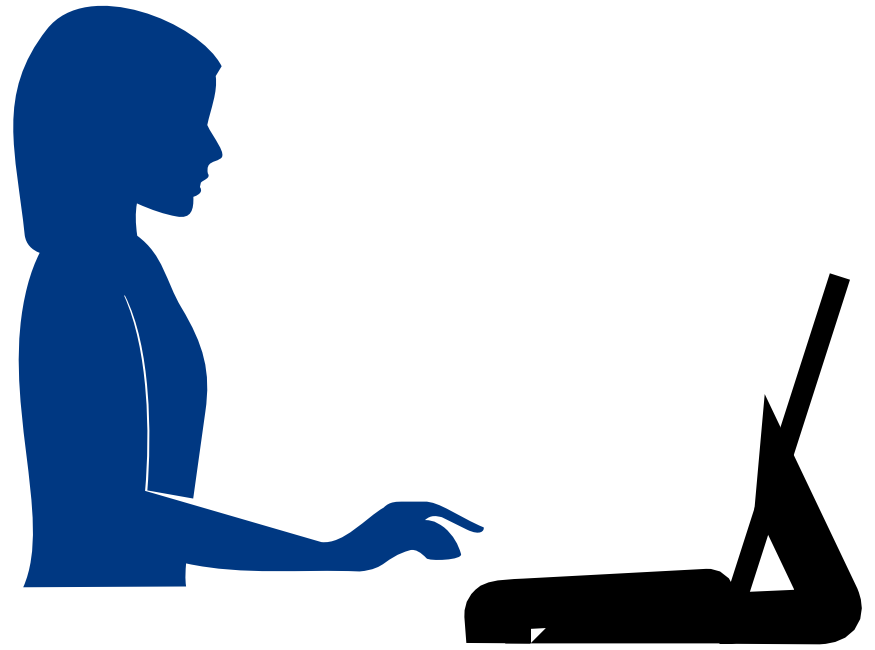
Participation and use of media
– creativity, competence, ethics

19 of January 2022,
start: 10.30 am.

Place: on-line (Zoom)

Streaming JP2TV

<https://www.youtube.com/watch?v=jjc3qzB6TPA>



10.30 Opening of the Conference
and welcome of participants and guests

KS. PROF. DR HAB. ROBERT TYRAŁA,
Rector of the Pontifical University of John Paul II in Krakow

KS. PROF. DR HAB. MICHAŁ DROŹDŹ,
Dean of the Faculty of Social Sciences

DR. KATARZYNA DRĄG,
*Director of the Institute of Journalism, Media and Social
Communication*

10.40- 12.00 – 1st session
Chair: dr Katarzyna Drąg

PROF. DR, MBA, MICHAEL ROITHER,
*VICE RECTOR FOR INTERNATIONAL AFFAIRS
(UNIVERSITY OF APPLIED SCIENCES BURGENLAND, AUSTRIA)*
Media for Man – but what if they don't use them?
Decline of online dialogue due to young people's
increasing unwillingness to engage in discourse
in social media and the spiral of silence 2.0 – analysis
and solution approach

DR. JANA PECNIKOVA,
(MATEJ BEL UNIVERSITY, SLOVAKIA)
Intercultural competences in media – challenges and
barriers

DR HAB. PROF. UCZ. KRZYSZTOF GAJDKA,
MGR ALEKSANDRA MIREK-ROGOWSKA,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Key competencies in infodemic – a reflection on the
fight against disinformation

DR ALEKSANDRA URZĘDOWSKA,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Word-forming creativity of a Polish social media user.
Sociolinguistic profile

KS. PROF. DR HAB. MICHAŁ DROŹDŹ,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Responsibility of participation and use of media as an
ethical competence

12.00-12.30 discussion
Discussant: mgr Marta Cerkaska

12.30-13.30 – break

13.30-14.50 – 2nd session
Chair: dr Aleksandra Urzędowska

DOC. DR TERÉZIA RONČÁKOVÁ,
(CATHOLIC UNIVERSITY IN RUŽOMBEROK, SLOVAKIA)
How do liberals call conservatives? Lexical analysis
of media texts

MGR KAMILA RĄCZY, MGR ANNA TELER,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Ethical boundaries and communication potential of
creativity in digital. Reflections based on the Tik-tok
#holokaustchallenge and famous hand signal

MGR MARTA CERKASKA,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Podcast as a medium for scientific and specialist
content creators. Study of the competences of Polish
podcasters

14.30-14.50 discussion
Discussant: mgr Katarzyna Radwańska

14.50-15.10 – break

15.10-16.30 – 3rd session
Chair: dr Piotr Drąg

DR. CAN ZEYREK,
(PHILIPPS-UNIVERSITY OF MARBURG, GERMANY)
The new despot's creativity in using and blocking
(digital) media – media manipulation in Erdoğan's
autocracy

DR. NATALIA HASS,
(FRANCISCAN UNIVERSITY OF STEUBENVILLE, USA; AUSTRIAN CAMPUS)
The use of social media as a challenge for children
– a psychological perspective

DR. KATARZYNA DRĄG,
(THE PONTIFICAL UNIVERSITY OF JOHN PAUL II IN KRAKOW, POLAND)
Importance of non-verbal competences in network
communication

16.10-16.30 discussion
Discussant: mgr Aleksandra Mirek-Rogowska

16.30-16.40 – Closing of the Conference



akademickie
centrum medialne

