

International Conference
**The Future of Media, Mediatization, Journalism
and Communication**

(7-8.05.2019, Kazimierz Wielki University in Bydgoszcz, Poland)

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Dofinansowano z budżetu Województwa Kujawsko-Pomorskiego

PROGRAM

07.05.2019

12:00-14:00 FIRST PANEL SESSION

(Aula ABC, UKW Library)

Opening of the conference

Leonardo da Vinci and other geniuses: the past and future of global communication

RADOSŁAW SAJNA, PhD, associate professor and head of the Department of Journalism, New Media and Communication, Kazimierz Wielki University in Bydgoszcz, Poland

The Role of Intermedial and Transmedial Communication in Web 2.0 World

GANNA KRAPIVNYK, PhD, associate professor at Skovoroda Kharkiv National Pedagogical University, Ukraine

Community media in Central and Eastern Europe - a step back in long hard road

URSZULA DOLIWA, PhD, associate professor at University of Warmia and Mazury in Olsztyn, Poland

The Future of Netflix. Rise and (possible) demise of leading VOD platform

PIOTR SIUDA, PhD, Dean for Science in the Faculty of Administration and Social Sciences at Kazimierz Wielki University in Bydgoszcz, Poland

Efficacy of radio in creating cognizance about HIV/AIDS in Delhi slums

NEERAJ KHATTRI, PhD, professor and director of Institute of Media Studies, Shri Ramswaroop Memorial University, Uttar Pradesh, India

Leonardo da Vinci across the gamescape

MARTA TYMIŃSKA, PhD cand. (University of Gdańsk), lecturer at Kazimierz Wielki University in Bydgoszcz, Poland

14:00-15:00 *One-hour break*

15:00-16:30 SECOND PANEL SESSION

(Aula ABC, UKW Library) chair: Anna Garczewska

The new models of political communications. Spanish case study of 2019 electoral campaign

EMILIA SMOLAK-LOZANO, PhD, University of Malaga, Spain

TERESA MARTINHO ALMAGRO, PhD, University of Malaga, Spain

How do Facebook users react to political crisis? The case of judiciary system reform in Poland in 2017

PAWEŁ MATUSZEWSKI, PhD, Cardinal Stefan Wyszyński University in Warsaw, Poland

Watch the watchdog: how media users support media accountability system in Sweden

ANITA CEGLIŃSKA, PhD cand. and lecturer at University of Warsaw, Poland

Hate speech in Polish media

JOANNA JANISZEWSKA, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

Philosophical thoughts on cyberwar

ANDRZEJ KMIECIK, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

16:30-17:00 Coffee break (Library Gallery)

17:00-19:00 THIRD PANEL SESSION

(Aula ABC, UKW Library) chair: Dominika Popielec

Potential of Videogames in Teaching Transmission of Historical Traumas: A Case Study

NENA MOČNIK, PhD, University of Turku, Finland

KRZYSZTOF CHMIELEWSKI, MA, lecturer at Kazimierz Wielki University in Bydgoszcz, Poland

PRESENTATION OF THE GAME 'MEMORY GLIDERS'

Popularization methods of historical heritage in the perspective of research on Youtube

WIKTOR WERNER, PhD, associate professor at Adam Mickiewicz University in Poznań, Poland

ADRIAN TRZOSS, MA, Adam Mickiewicz University in Poznań, Poland

The Future of The Past. Why social actors need traditional forms of being-in-common online

KRZYSZTOF STACHURA, PhD, University of Gdańsk, Poland

History of the 20th century in German media discourse

KRZYSZTOF GARCZEWSKI, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

Change is the only constant: Cultural impact of real-time media software and content

ŁUKASZ MIROCHA, PhD cand., City University of Hong Kong

Mobile media football experiences in the time of 5G

ALEKSANDRA KUZIOR, MA, Jagiellonian University in Kraków, Poland

08.05.2019

9:00-11:00 FIRST THEMATIC SESSION:

Fake news and the future of journalism

(Aula A, UKW Library) chair: Anna Garczewska

Fake news as part of Information Wars

LIDIYA SMOLA, PhD, National Technical University of Ukraine

Fake news and/or misleading advertising (pragmatics of journalistic cooperation)

JAIR ANTONIO DE OLIVEIRA, PhD, Federal University of Paraná, Brasil

Fake news in the opinions of future information specialists – research report

MAGDALENA CYRKLAFF-GORCZYCA, PhD, Nicolaus Copernicus University in Toruń, Poland

The Future of Journalism lies in social media - Study

MUYANGA INNOCENT ZIBA, lecturer at University of Livingstonia, Malawi

Combating anti-science: the pathologies of social media and modern journalism, and how to cure them

KRISZTIÁN SZABADOS, PhD cand., Corvinus University of Budapest, Hungary

The Evolution and Challenges of Online Journalism in Nigeria

OMOTOLA BUSARI QUADRI, International Initiative for Peace, Nigeria

9:00-11:00 SECOND THEMATIC SESSION:

Investigative reporting and political communication

(Aula C, UKW Library) chair: Radosław Sajna

Contemporary practises of investigative reporting on the example of ICIJ

DOMINIKA POPIELEC, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

The Battle for Professionalism in Journalism in Nigeria amidst Unethical Practices

ADEJARE SOMORIN, PhD, International Initiative for Peace, Nigeria

Investigating the tone of political newscasters in non-aligned and aligned media

HAMIDREZA NIKNEJAD, MA, Islamic Azad University, Iran

INDID MEDIA WATCH programme as a unique way of measuring media bias level based on intersubjective methodology

FILIP GOŁĘBIEWSKI, MA, Institute of Discourse and Dialogue, Toruń, Poland

Can media inform about the latest events in a neutral way? Overview of the INDiD Media WatchDog program

WERONIKA KORTAS, PhD cand., Nicolaus Copernicus University in Toruń, Poland / Institute of Discourse and Dialogue, Toruń, Poland

Media image of the 100th anniversary of Poland regaining independence based on the INDID Media Watch report

PIOTR RĄCZKOWIAK, MA student of journalism at Kazimierz Wielki University in Bydgoszcz / Institute of Discourse and Dialogue, Toruń, Poland

11:00-11:30 Coffee break (Library Gallery)

11:30-13:30 THIRD THEMATIC SESSION:

E-sport, Larps and avatars

(Aula A, UKW Library) chair: Piotr Siuda

E-Sports: Motivation Sources of Computer Games

SELAMI ÖZSOY, PhD, University of Bolu Abant İzzet Baysal, Turkey

“Safety Third!” The Mechanics and Rhetorics of Safety in Larp

MICHAŁ MOCHOCKI, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

Photo and Video Documentation of Larps and the Players' Reactions and Behaviour

ALEKSANDRA MOCHOCKA, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

IZABELA DANKOWSKA, student of game studies and design at Kazimierz Wielki University in Bydgoszcz, Poland

The future of media is an avatar

MARTA TYMIŃSKA, PhD cand. (University of Gdańsk), lecturer at Kazimierz Wielki University in Bydgoszcz, Poland.

Reconstructing the sporting weekend in FIFA game series. The Weekend League and time constraints

BARTOSZ WIEREMIEJ, PhD cand., Jagiellonian University in Kraków, Poland

The future of virtual reality in new media

MATEUSZ KŁAK, student of game studies and design at Kazimierz Wielki University in Bydgoszcz, Poland

11:30-13:30 FOURTH THEMATIC SESSION:

Gender issues, social groups and new forms of communication

(Aula C, UKW Library) chair: Dominika Popielec

Gender Issues in Modern Ukrainian Media: Problems and Perspectives

YULIIA SHPAK, PhD, associate professor at Skovoroda Kharkiv National Pedagogical University, Ukraine

Debating While Female

ELI WOODY, MA student at University of Colorado, USA

Non-medical social support in Facebook maternal and breastfeeding support groups

ALEKSANDRA NOWAKOWSKA-KUTRA, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

Animal studies groups on Facebook: strategies of communication

ANETTA KUŚ, PhD cand., Kazimierz Wielki University in Bydgoszcz, Poland

Possible future forms of synesthetes' communication

PAULINA KOSOBUCKA, a synesthete, student of journalism at Kazimierz Wielki University in Bydgoszcz, Poland

Influence of media over Afghanistan's future

WESNA AZIZ, student of political science at University of Mugla, Turkey

13:30-14:30 *One-hour break*

14:30-16:30 FIFTH THEMATIC SESSION:

Media, market, strategic and cross-cultural communication

(Aula A, UKW Library) chair: Radosław Sajna

An evaluation of clickbait headlines in luring reader attention

ANDRZEJ SZYMKOWIAK, PhD, Poznań University of Economics and Business, Poland

KISHOKANTH JEGANATHAN, student at Poznań University of Economics and Business, Poland

Public relations infographics in the framework of data journalism trend

ALICJA WASZKIEWICZ-RAVIV, PhD, University of Warsaw, Poland

Product placement as a form of social communication today and in future

ANNA GARCZEWSKA, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

The future of the "confession magazines" (due to 30 years of presence on the Polish press market)

KATARZYNA WODNIAK, PhD, Kazimierz Wielki University in Bydgoszcz, Poland

Cross-cultural communication during World Cup 2018 as presented by British media

LARISA UTKINA, PhD, Moscow State University of Psychology and Education, Russia

National branding as a multiperspective communication process shaped by countries

AGNIESZKA ZAKOŚCIELNA, PhD cand., Nicolaus Copernicus University in Toruń, Poland

14:30-16:30 SIXTH THEMATIC SESSION:

New media and education

(Aula C, UKW Library) chair: Piotr Siuda

Mobile learning boon to India: Opportunities ahead

VIRBALA AGGARWAL, PhD, former professor at Himachal Pradesh University, India

The Trials and Tribulations of Introducing New Technologies to Schools

EWELINA KAMASZ, PhD, University of Warmia and Mazury in Olsztyn, Poland

Mediatization of (emerging) adulthood. Are the docudramas a new guide to adulting?

KLAUDIA PAWLIKIEWICZ, PhD cand., University of Wrocław, Poland

Will the news delivery used for generation X, Y and Z fit generation Alfa?

RENÁTA SEDLÁKOVÁ, MA, Palacký University in Olomouc, Czech Republic

MAREK LAPČÍK, PhD, Palacký University in Olomouc, Czech Republic

Millennials' generation - about themselves and others, tweet analysis

ERYKA PROBIERZ, PhD cand., University of Silesia in Katowice, Poland

ANNA PINDYCH, PhD cand., University of Silesia in Katowice, Poland

The ABC's of Online Dating

XIAN NICOLE BAGUITAN, DANIELLE MARIE PERALTA, MOIRA SMANTHA SALES, MARTIN MARI SALAS II, KARL MIKHAIL DELAVIN, DANIEL MARTIN OBONG, students of Lorma Schools – Lorma Colleges, Philippines

16:30 Closing of the conference (Aula A, UKW Library)