

СОЦІАЛЬНІ КОМУНІКАЦІЇ

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SERIES TITLED JOURNALISM ADEPTS ABOUT JOURNALISM. YOUNG JOURNALISM AS AN INTERNATIONAL FORUM FOR THE EXCHANGE OF STUDENT IDEAS

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The concept of the title series was created in 2015 with the launch of a new field of study, journalism, and social communication, at the then Institute of Polish Philology of the University of Rzeszów (currently the Institute of Polish Studies and Journalism). In the same academic year, on the initiative of the employees of the Department of Communication Pragmatics – headed by Professor Grażyna Filip – Student Journalists’ Club (a research club operating at the Institute of Polish Philology of the University of Rzeszów, created thanks to the idea and experience of the Podkarpacie journalist and writer – Henryk Nicpoń) on April 6, 2016, organized the 1st International Scientific Conference of Students and Doctoral Students «Young Journalism». As a result, the series included five conferences, which enabled both an international exchange of scientific ideas and a debate on professional expectations, and the fruit of each conference was a volume entitled *Journalism Adepts about Journalism. Young journalism 1–5 (2016–2022)*. The sessions enjoyed great interest among the students and the proceedings created opportunities for substantive discussion and informal conversations on the topics raised by the speakers. The novelty of this article deserves to be appreciated is the development of an individual concept of reforming the current state of education. The observations made constitute a form of documentation of the current times, and in the future they may serve as comparative material in further research in this field because the observation and analysis of social life phenomena is an indispensable element of the work of scientists.

Key words: journalism; young journalism; advertising; conference; publications.

Introduction. The scientific editor of the series is Prof. Grażyna Filip, and the individual volumes were co-edited by people employed at the Department of Communication Pragmatics and members of the doctoral seminar of Prof. Grażyna Filip. The series is under the reviewing patronage of Prof. Maria Wojtak from the Maria Curie-Skłodowska University in Lublin, an undisputed scientific authority in the field of journalistic genology. The reviewer's work was continued by Ph.D. Prof. University of Gdańsk Izabela Kępa.

In the series titled «Journalism Adept about Journalism», the focus is on exploring the evolving landscape of journalism, particularly through the lens of young journalists. This series serves as an international forum for the exchange of student ideas, highlighting the perspectives and contributions of emerging voices in the field of media and communication.

Formulation of the problem. Young journalism represents more than just a burgeoning interest in reporting; it embodies a dynamic force driving innovation and change within the industry. As these aspiring journalists navigate the complexities of modern media, their insights offer fresh interpretations of global events, diverse cultural narratives, and the ethical challenges confronting contemporary journalism.

Through this series, we delve into the multifaceted role of young journalists as they confront and redefine traditional practices while embracing new technologies and methodologies. By examining their experiences, aspirations, and critiques, we aim to foster a deeper understanding of how the next generation is shaping the future of journalism on a global scale.

The conferences were attended by students of all three levels of studies, not only from their home universities, but also from national (including the University of Gdańsk, University of Wrocław, University of Silesia, Jagiellonian University, University of Warsaw, University of Łódź, Nicolaus Copernicus University in Toruń) and foreign centers academic institutions (e.g. Ivan Franko National University of Lviv, University of Prešov in Prešov, University of Salzburg, Odessa University of Technology). The volumes, published by the University of Rzeszów Publishing House, are the result of many years of international cooperation conducted by the Department of Communication Pragmatics of the University of Rzeszów, hence publications in four languages: Polish, English, Slovak and Ukrainian.

Research methods. Research methods for the article titled «Young Journalism as an International Forum for the Exchange of Student Ideas» included conducting a literature review on academic articles and media studies related to youth journalism. Interviews were conducted with young journalists and educators to understand motivations, challenges, and perceptions. Case studies analyzed successful youth journalism projects that facilitated international dialogue. Content analysis examined youth-led media outlets for prevalent themes and coverage of global issues. Participant observation involved attending youth journalism workshops and conferences. Ethnographic research immersed in the environment of young journalists to document their experiences and interactions. If applicable, quantitative analysis included surveys to gather data on perceptions and challenges in youth journalism.

Analysis of recent research and publications. The article reveals a growing emphasis on understanding the role of youth in global media landscapes. Recent studies have highlighted the increasing participation of young journalists in shaping public discourse and promoting cross-cultural understanding through innovative digital platforms. In particular, we have examined the previous publications of Filip G. [1, 2, 4], articles of M. Bożek and R. Słabczyński [5].

Scholarly literature underscores the transformative impact of youth-led initiatives on journalism practices, with studies examining how young journalists navigate ethical dilemmas, engage with global issues such as climate change and social justice, and utilize digital storytelling techniques to amplify marginalized voices. For example, we explored the publication of M. Kaminska [6], where there are discussed trends in mem culture in the online media and social networks. These publications emphasize the importance of empowering young journalists to contribute meaningfully to international dialogue, fostering empathy and promoting diverse perspectives in media narratives.

Moreover, recent case studies have showcased successful examples of youth journalism projects that facilitate constructive exchanges of ideas across borders. These initiatives not only provide practical

experience for aspiring journalists but also serve as catalysts for community engagement and advocacy on pressing global challenges.

Overall, recent research and publications underscore the pivotal role of youth in redefining the boundaries of journalism, advocating for social change, and promoting a more inclusive global media ecosystem. They highlight the potential of youth-led journalism to foster dialogue, bridge cultural divides, and address complex issues facing societies worldwide.

Results. The subsequent volumes contain texts diversified both thematically, in line with current events in Europe, and methodologically, primarily linguistics and media studies. They also differ in their scientific level because in addition to articles authored by doctoral students who already have some scientific achievements and experience gained from other sessions, the monographs contain works by students pretending to be scientific. At this point, we encourage the reader to read, presenting the structural aspect of the series and its thematic tendencies on the example of the first volume (from 2016) and the volumes concluding the series (from 2021 and 2022).

In the first volume, speakers from the National University of Lviv discussed issues important for contemporary Ukrainian journalism, including freedom of speech and journalistic ethics in the context of the war in Donbass and the role of culture in the information space of Ukraine, ways (and effects) of the media unfairly influencing society during the election campaign. They also presented various forms of visualisation used in the online version of «The New Yorker» magazine and shared their observations on the popularisation of science in the Ukrainian mass media and the development of new journalism. Finally, they presented the media's position on social issues that are important to young readers, including: drug addiction and anorexia in Ukraine.

The publications of students and doctoral students from domestic academic centres are primarily observations of various forms of journalistic expression: press reportage; infotainment – on the example of information services of the commercial radio station Antyradio; announcements appearing on the pudelek.pl website; press advice; letter to the editor. An interesting material basis for considerations are advertising texts published in the pre-war magazine «Światowid». The authors also presented the results of analyzes of selected language problems. These include texts devoted to the linguistic image of the Bieszczady reality presented in Henryk Nicpoń's reportages, metaphors appearing in sports commentaries and various types of irony in Kuba Wojewódzki's statements. The presented volume is complemented by articles whose authors introduced the activities of the Internet Television Głusi, showed the influence of the Polish media in Ukraine on creating the image of Poland, and presented love as a value in the popular series *Czas honoru. Powstanie*.

The 4th International Scientific Conference «Young Journalism» was organised in cooperation with two scientific circles – in addition to the Student Journalists' Club – and the Language Copy Tour of the Pragmatic Scientific Circle of the University of Science and Technology, operating under the supervision of Dr. Justyna Majchrowska.

The situation of global health and life threats, and therefore the impossibility of meeting, as before, in the University of Rzeszów building, contributed to the organisation of this edition remotely on the publicly available MS Teams platform, on December 10, 2020. The organisers were pleased to note 515 activities in the application during ten hours of the conference, which was attended by representatives of students, PhD students, and young scientists from various faculties of the domestic unit, as well as friendly foreign and domestic research centres mentioned at the beginning of this article.

The conference was also expanded to include two webinars by specialists in the field of copywriting and public relations, which met with great interest among the meeting participants, as well as a creative part, i.e. the presentation of own texts written by students of the University of Rzeszów.

The fourth volume was divided into two parts. Theoretical contains texts in the field of media studies, linguistics, advertising, and communication studies, as well as interdisciplinary analyses on the

material of press, radio, television, Internet, advertising, and film discourses. The practical part, preceded by an English-language theoretical introduction by television journalist Małgorzata Bożek, includes students' journalistic materials – columns and scenes – prepared under the supervision of the editors of the volume. The authors of the published texts considered important issues of contemporary social life and changed reality and expressed their assessment of journalistic phenomena and behaviours from the perspective of practitioners of this profession.

The theoretical part of this volume presents dissertations on broadly understood media, especially new ones. The works in this field included comparative approaches to traditional and new media in relation to the political, economic, and social situation of representatives of the countries participating in the conference. The authors focused on cultural differences in the transmission of both current and past information, as well as on various journalistic genres, taking into account their determinants, including: structure, pragmatics, and language and style. In this part of the monograph, special attention was paid to fact-checking, mass media, freedom of speech and reporting. The issue of investigative journalism in various approaches also attracted great interest.

In addition to terminological distinctions regarding, among others, debates and discussions, the problems of linguistic manipulation and influencing recipients/readers in press discourse were considered. Paralinguistic means of supplementing content (e.g. pause and accent) in radio journalism are also discussed. Court and crime reporting as an independent journalistic genre was also a topic of interest. The volume also includes analyses of new media, i.e., internet portals, social media, and thematic vlogs. This time, these issues were referred not only to the media in general but also to advertising and promotion, taking into account the global crisis – the «corona crisis».

The observations made constitute a form of documentation of the current times, and in the future they may serve as comparative material in further research in this field because the observation and analysis of social life phenomena is an indispensable element of the work of scientists. This need was also noticed by students of science and the profession of journalist. In the monograph presented here, four of the chapters were created as part of the grants: KEGA 010PU-4/2020 Interaktívna štylistika – analýzy a synthesis and KEGA 031PU-4/2020 Zvyšovanie kompetencií študentov mediálne štúdií implementáciou methods learning by doing.

The structure of the fifth volume was supplemented with Student's point of view – essays. This part of the monograph, in accordance with the etymology of the genre-name essay, opened up space for all attempts at literary-scientific or literary forms presenting the point of view of students, primarily, although not exclusively intended by the editors, of courses offered at the Institute of Polish Studies and Journalism at the University of Rzeszów. Supported by references to selected literature on the subject, the reflections of journalism students may concern various topics – social, economic, cultural, philosophical, etc. The issues that concern young authors can be complex. Student essays may encourage more experienced readers to think about various aspects and dilemmas related to the functioning of a young person in modern society. At this point, it is worth recalling the words of Magdalena Kamińska, illustrating the historical and social background of youth culture from the perspective of science.

The social sciences became interested in youth culture only after World War II. One can argue whether they were unable to deal with it earlier because of their political and institutional conditions, or whether youth culture has so far been too amorphous to have any social significance. Certainly, the fact that it entered the sphere of academic interests was directly related to economic changes that resulted in an increase in the purchasing potential of young people and its appreciation by the market. In the second half of the 20th century, teenagers created a specific market niche and developed their own consumption patterns and distinct purchasing styles. As such, they are today a priority target group for some markets, especially the entertainment industry, and within it the music and fashion markets. The first impulse here was the demographic factor: the postwar baby boom was the first generation in history of such young

active consumers, which was also socialised differently, e.g., higher educated. These changes consequently modified the role of young people in society and their image in the media [M. Kamińska, 2011, *Nieczne memy. 12 wykładów o kulturze internetu*, p. 165–166].

In the text initiating Student's point of view by Wiktoria Mazurkiewicz (a second-year/first-cycle student of journalism and social communication at the University of Warsaw) an ambivalent perspective of perception and, consequently, participation – of a young woman entering adult and independent life – in the virtual community offered by Instagram to its users was shown. The author, discussing various aspects of this online medium, which serves primarily for self-presentation and identity creation, expressed doubts and dilemmas related to the use of Instagram. She considered both the positive and negative sides of existing and operating on this website. She ended the text with a question about the potential of human action stimulated by the Instagram application, to which individual Instagrammers must answer themselves.

Conclusions. A socially important topic of the Polish education system, shown from an equally important perspective of a young person, was undertaken by Michał Sanocki (a second-year/1st degree student of journalism and social communication at the University of Warsaw). The nature of the considerations is announced by the metaphorical title of the article: *Decorate an arrowhead with violets*, the intention of which was explained by the author later in the article. The text is mature and well-thought-out, but not devoid of youthful courage, enthusiasm, and willingness, if not to change, then at least to improve the current world. The author did not limit himself to commenting on the imperfections of the education system, identified on the basis of his own experiences, as an attentive reader may assume because there are no direct references to it in the text. As a result, it is not a list of personal traumas experienced at individual levels of school education, but a detailed analysis of the weak points of the Polish education system. The novelty of this article that deserves to be appreciated is the development of an individual concept of reforming the current state of education, which the author does with attention to detail, referring to authorities – European educational models, worth imitating in his opinion.

The didactic experiences of the Readers of this volume will certainly provide individual, personalized exemplifications for both topics presented above. The editors' intention is to encourage an increasing number and younger age groups of students to speak on an academic forum, of course, in accordance with the principles of conversational politeness. Discussions held during classes show that a significant number of students studying at the Institute of Polish Studies and Journalism at the University of Rzeszów need to learn this skill, and in some cases it is a reactivation of innate abilities that were wasted during their school education.

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**СЕРІЯ ЗАХОДІВ ПІД НАЗВОЮ «АДЕПТ ЖУРНАЛІСТИКИ ПРО ЖУРНАЛІСТИКУ».
МОЛОДА ЖУРНАЛІСТИКА ЯК МІЖНАРОДНИЙ ФОРУМ ОБМІНУ
СТУДЕНТСЬКИМИ ІДЕЯМИ**

Концепція титульної серії була створена у 2015 році із започаткуванням нового напрямку навчання – журналістики та соціальної комунікації – у тодішньому Інституті польської філології Жешувського університету (нині Інститут полоністики та журналістики). У цьому ж навчальному році з ініціативи співробітників кафедри комунікаційної прагматики, очолюваної професором Гражиною Філіп, було створено Студентський журналістський клуб (науковий клуб, що діє при Інституті польської філології Жешувського університету, створений завдяки ідеї та досвіду підкарпатського журналіста та письменника – Генрика Ніцпоня, який 6 квітня 2016 року організував I Міжнародну наукову конференцію студентів та докторантів «Молода журналістика». У результаті серія охоплювала п'ять конференцій, які уможливлювали як міжнародний обмін науковими ідеями, так і дискусію про професійні очікування, а плодом кожної конференції був том під назвою «Адепти журналістики про журналістику». Молода журналістика 1–5 (2016–2022). Сесії викликали великий інтерес у студентів, а матеріали створили можливість для предметного обговорення та неформальних розмов на теми, які порушували доповідачі. Новизна цієї статті заслуговує на належну увагу для розробки індивідуальної концепції реформування сучасного стану освіти. Зроблені спостереження є своєрідним документальним інструментом сьогодення, які в майбутньому можуть слугувати порівняльним матеріалом у подальших дослідженнях у сфері освіти, а спостереження та аналіз явищ суспільного життя є невід'ємним елементом роботи вчених.

Ключові слова: журналістика; молода журналістика; реклама; конференція; публікації.