

Media and Social Communication Studies: What Kind of Federation? The Further Questions as to the Future of the Media and Social Communication Science in Poland

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ABSTRACT

Scientific objective: Analysis of the perspectives and the diversified conceptualisations of the development of the Polish media and communication studies within the context of the changing conditions of the organisation of the Polish academic life. The author calls for the consideration of the gains and the dangers of the narrow, strictly delineated concept of the media study associated with the political science paradigm, and of the concept of the loose, multidisciplinary federation. They ponder the negative impact of the disciplinary mechanisms aimed at raising the performativity and measurability of the results and forcing researchers to publish abroad in English, on the development of the media research in Poland. **Research methods:** The author carried out the overview of the conceptualisations of the discipline since its early days in Poland, and the meta-analysis of the proposed new systemic solutions. **Results and conclusions:** The author points to the possible solution of the problem through 1/ intentional actions of the profession leading to the reinforcement of the status of the media and communication studies as the academic study, and not just the set of the skills and techniques, 2/ purposeful re-definition of the criteria of success and scholarly quality within the shared field of academic production. **Cognitive value:** Discussion about the status and the future of media and communication science is nowadays the urgent need within the media studies community. Media studies journal is the fitting context for the discussion of such kind.

KEYWORDS

academic career, field, language, performativity, science discipline



The important paper by the professors Marek Jabłonowski and Tomasz Mielczarek (Jabłonowski & Mielczarek, 2018) discussing the position of the mass media and social communication science in Poland should initiate the broader discussion about the scope, internal structure, development, and the status of the media study. It does concern the topics that are relevant to the entire media studies community. The authors' propositions give food for thought, but above all call for further questions.

Is this the beginning of the road, or just a crossroads?

This discussion is of great importance right now because of the ongoing crucial structural changes in the organisation of the Polish academic life. No matter how far are they advanced, and at what point are they halted, the realities of the scholarly profession at Polish universities have already become radically altered. This seems to be particularly relevant to the media scholars, as the administrative changes together with the re-organisation of the research evaluation system coincide with the period of the crystallisation of the media studies as the scientific discipline in Polish academic life. It is therefore vital how we outline and construct the status of our domain while not only delimiting its coverage, designing the education curricula, and constructing its language, but also negotiating its place within the performativity and measurability-oriented disciplinary system (Lyotard, ccbb,1984). On top of this, both the reorganisation of the Polish academic life and the crystallisation of the status of the media studies fall on the period of the convergence change in the global media. Thus, the media and social communication science needs to tackle the redefinition of the very concept of the mass media, the reassessment of their possibilities and limitations, the reformulation of the sender-receiver relationships, and the reappraisal of the role of interactive communication within the realms of the politics, social agenda, and peoples' everyday lives.

The few following years may prove decisive for the academic status of the Polish media and communication science. The academic journal such as "Media studies" seems to be the most appropriate place for the elaboration of these critical issues, and not just because of its formal situatedness within the structures of the information and knowledge exchange. The formulation of the mission of the science discipline and the strategies of its representatives when confronted with the performativity terror (ibid. p. 21), may be in equal measure the result of the administrative solutions, as the co-relates of the agenda, value hierarchy, sense of togetherness, and the self-definition of the entire community. It is, therefore, worthwhile to use the academic journal to ponder the proposed concept of the outline of the media and communication studies, and then to consider its co-relation with the current conditions of the shaping of the media science in Poland.

Can we reach beyond the Schramm legacy?

The article by Jabłonowski and Mielczarek contains the sui generis inventory of the output of the media and communication studies in Poland in the first decade since it gained (or rather recovered) the official status of the science discipline in our country. The authors recall and put in order the previous conceptualisations of the discipline, including those formulated in the period when it had been officially assigned the place the crossroads of the humanities and the social studies. They also analyse the roads leading the media scholars to this area of research. They provide the data about the topics of the Polish communication studies in the years 2011–2017, based on the analysis of the publications in the two major Polish communication journals, one (English language) European and one American. The resulting knowledge uncovers our shared way of thinking about the media and communication studies while shedding light on its pitfalls.

The process of shaping of the mass media and social communication science in Poland and the attempts to secure it in the realities of our academic life lead to the questions about the reach and autonomy of the media studies in our country. It now seems necessary to revise the so-called Schramm legacy in the Polish communication studies (Kulczycki, 2011), i.e. the firm assumption that media do belong primarily to the spheres of the political information and communication, and therefore media researchers should draw mainly from the analytical paradigms and methodologies of political science. Albeit stemming from two areas: linguistics and political science, Polish media and communication studies in the XXI century do indeed display the intense domination of the politological perspective (Hoffman, 2017). It seems understandable, as the consequence of the many decades of the placement of journalism education at the most significant Polish universities within the political science departments. Hence the paths leading the researchers to the media and communication studies. The inventory of the academic interests of Polish media scholars (Jabłonowski & Mielczarek, 2018, p. 24) based on the data drawn from the POL-on Integrated System of Information on Science and Higher Education points to their clear preference for the social and political sciences. If it is true, it must lead to the uneven development of the discipline. It also generates the blind spot as to the inextricable entanglement of the media with the culture, the social practices, and the communication technologies.

The article by professors Jabłonowski and Mielczarek is, in a way, the testament to such a politological essentializing of the media and communication studies. It does indeed contain the comprehensive schemata of the scope and the subject area of the media studies that in a somewhat idealistic way reflect the balance of the humanities and social studies as the sources of various sub-disciplines of the mass media and social communication science. It also, which is problematic, presents the technology studies as less important; still, it may be just the imperfection of the graph. In the sphere of the declarations then, the connections of the mass media with philosophy, aesthetics, education, art and lifestyles would be as relevant as their political, economic or even marketing entanglements. Nevertheless, in the inventory of the matters covered in the academic journals (Jabłonowski & Mielczarek, 2018, p. 25) the works on the mediated culture and culture in media are practically non-existent. This can have either of the two explanations. One could maybe suspect that the media scholars simply do not cover the media-culture nexus in their publications; still, this is obviously impossible. Therefore, the second scenario: that such research became hidden in the conceptualisation that overrides the cultural aspects of media even in the publications clearly describing media from – broadly speaking – culture analysis standpoint.

Certainly, this is not a malevolent omission. It may instead result from the internalized way of thinking about the media studies as a particular kind of the political science (when treated as a scholarly domain) or the science of management, public opinion shaping, and different forms of promotion (when viewed as the commercial research). Therefore, the list of the media and communication researchers does not subsume the culture studies scholars, anthropologists, philosophers, art historians, semiologists, culture sociologists, neither the computer scientists and communication designers, even if many really relevant works concerning media and communication in the last years were written by scholars operating within such domains of study. It is also possible that these scholars do not identify officially as media and communication researchers because of the prolonged lack of the official academic status of the discipline. The part of a problem may lie in the troubles with financing of the media research projects; let's recall that the National Sciences Center (NCN), responsible for the granting of the public funds for research, would not have the separate media study panel long after the media and communication studies regained the official status of the scholarly domain.

All these problems notwithstanding, clearly the area of the academic media research in Poland is much broader and more diversified than can be deduced from the official affiliations of the scholars. Nevertheless, the administrative solutions being currently implemented firmly reinforce the placement of the media and communication studies within the domain of the social sciences. While sound, they create the dangerous situation where we can inadvertently leave to the other sciences or even simply „let go” of the study of the media – culture nexus and abandon the analysis of the influence of the media on almost all areas of human experience (and not just politics). The equally disadvantageous situation can arise when the media and communication science does not include the technology designers and analysts, or psychologists and philosophers pondering the issues of developing relations between humans and communication technologies.

In the broadest sense, it is maybe a co-relate of the general situation of Polish human studies, perceived in our country as the waste of time and money. The philosophy at the Polish universities is currently struggling for survival. Not only future engineers and physicians, but even the teachers do not have to undergo the culture studies preparation anymore. It may be therefore easy to find the ear for the thesis that the media and communication science can be easily separated from the culture studies.

The so-called parametrization requirements practically coerce the scholars into declaring work within just one science discipline. If implemented, in the years to come they will discourage scholars from co-operation and hinder the flow of the ideas over the strictly delineated borders of the research fields. They will, therefore, hamper the co-operation between humanities, social studies, and the technical studies, thus impeding the application of the federative model of the media and communication studies. The possibilities of the widening and enrichment of the actual area of the media and communication studies will therefore strongly depend on the purposefully maintained an open, inviting attitude of the media studies community.

Where is the hardcore of the media and communication science?

Such an attitude will obviously only make sense if the media studies are perceived as an academic domain with open boundaries, one of the purposefully interdisciplinary character. Still, this is neither evident nor without alternative.

In terms of the model, we can observe the confrontation of the two mindsets within the research community itself.

One could assume that to define the discipline, the designation of its hardcore is a must. One of the founders of the media study in Poland – professor Walery Pisarek – in one of his last papers (Pisarek, 2107) would reflect upon „searching for the fulcrum, the hardcore of this rank and ever-growing discipline” (Pisarek, 2017, p. 24). He would then admit to not being able to locate it in an unambiguous manner. The fulcrum can be, theoretically, situated within different subject matter areas – “ maybe in the social relations, maybe in the cognitive mechanisms, maybe in politics, or economy, or the signs, or technology” (Pisarek, 2017, p. 24). The hardcore of the media and communication studies in Poland may draw from political science or sociology of politics. This would be practically justified, as we happen to have the longstanding tradition of the media analysis based of such paradigms, and the majority of the researchers enumerated in the POL-on documentation actually do have the politological or sociological training. It would also agree with the administrative placement of the science of media and social communication within the confines of the social sciences. To boot, such unambiguity and sharp boundary lines would probably facilitate the efforts at raising funds for research, pushing for the advantageous systemic solutions and setting the clear assessment criteria.

Still, we can also follow professor Pisarek's lead and assume the broadened, if a somewhat eclectic understanding of the objectives and the methods of the media and communication science. It will call for opening media research to the scholars from various disciplines and for the construction of the alliances over the limits of the fields, while remembering the accomplishments of the linguists, literature and film scholars, cultural experts, anthropologists, philosophers that have been writing about media in Poland since the mid-XX century at least. It will enrich the cognitive potential and diversity of the emerging science domain, even though admittedly, it can also lead to the dilution of its identity. It would have to be premised on the consensus within the media studies community and necessitate organisational juggling acts, as the implemented systemic solutions clearly do not support multidisciplinary and mutual openness of the different research field communities.

Is university a knowledge community, or a corporation?

The university is nowadays situated at the intersection of the two cultures: the corporate and the community-based one. Universities worldwide try to negotiate the place between the corporate paradigm set on the formalisation of peoples' relationships, direct measurability of the work results, and economic effectiveness – and the concept of academia as the community of individuals devoted to the search for the truth, its imminent, practical utility notwithstanding. This community would be connected through the network of informal hierarchies and relations based on the competencies and driven by the internalised yearning for knowledge.

In Poland, this dilemma is being solved via the uncritical introduction of the extremely formalised and convoluted parametrisation mechanisms. In comparison to the Western world, it seems to be belated; it happens precisely at the moment when at the western universities the awareness appeared of the detrimental impact of the strict measurability and parametrization mechanisms on peoples' creativity, the flow of knowledge between domains, and the academic career conditions for the young scholars.

To the science of media and social communication, this incompatibility between the community-based and corporate cultures (Sztompka, 2014) can prove particularly harmful. Media and communication science is situated precisely at their intersection; spread between a search for the general patterns and documenting the development of human communication, and the call for the quick expedient solutions facilitating the successful political or marketing campaigns. This duality is clearly reflected in the description of the contents of media study journals in the article by professors Jabłonowski and Mielczarek. The unambiguously academic categories co-exist here with the domains of practical expertise, such as public relations, logistics, or marketing.

The mass media and social communication studies were forced to deal with this problem almost since their beginnings, thus their XXth-century division into three paradigms: the academic, the institutional and the critical one. There was, nonetheless, never a doubt as to the sources of financing, the methodologies, and the objectives of each of those domains of media study. The practical search for the prerequisites of the effectiveness of the advertising campaigns or the public image of politicians would not be carried out by academia, but by commercial institutions where there was no doubt as to the sources of financing, and as to the kind of the expected results. The academic knowledge could help in such endeavours, but they were never the primary goal of academia. The current solutions, on the other hand, both financial and organizational, force the universities to build their media study research programs and educational curricula in imitation of the agendas of the marketing or public relationship enterprises. The pressure on the parametrisation and the research financing based on the competitive business

or state grant programs conduct to the muddling of the academic research with the short-term studies aimed at temporary practicalities. This does not have to be a negative phenomenon in itself; it is known to bring excellent results in technical and natural sciences. Nevertheless, it is dangerous for communication science when it has to establish its status as an academic domain, and not just a set of research techniques and practical skills. If media and communication studies are supposed to have future as an academic discipline, they should not so much accommodate the needs of the market as to defend their academic status. It is, therefore, essential to protect them against the invasion of the expediency and mercantile prerogatives.

The defence of the academic status of media and communication studies is obviously at odds with the efforts to shape their programme in line with the corporate and market agenda. The very thinking about the media study in the academic categories may seem dated and at odds with the challenges of the contemporary world. There would also be concerns that the „excessively academic” curricula will scare off the students – do they not look for the practical skills coming in handy in the pursuit of lucrative professional positions? However, one has to ask whether the production of graduates of such kind, conforming to the corporate system expectations, should really be the primary goal of the university.

The graduates: the citizens or the soul engineers?

The inextricable component of the idea of the university – education – can be therefore designed in two ways. The curricula and the forms of teaching may stem from the primary epistemic purpose of the university that would always “demonstrate the integral relatedness of its teaching with its own research, wherein it would seek the truth, no matter how unpractical it would seem” (Sztompka, 2014, p. 8). Alternatively, the objectives of the teaching can be submitted to the needs of the market and allow for the straightforward, expedient commercialisation of knowledge. Alas, in the university journalism or communication departments and institutes, the philosophy, anthropology, psychology, culture theory courses are being constantly scraped or reduced – seemingly as an austerity measure. At the same time, we offer more and more courses in marketing strategies, portfolio creation, and camera performance. There is nothing inherently wrong with teaching these skills, but only as long as the pragmatics and expediency do not dominate or obfuscate the ultimate purpose of the social sciences and humanities, which is searching for the knowledge about humans, together with (let us use the idealist modernity concept) – improving the conditions of human existence. Forfeiting the epistemic objectives of academia for the practical, market-oriented goals „undermines the quality of the social science, its prestige and the development possibilities, and impairs the possibility of the appropriate execution of its other functions” (Wilkin, 2012, p. 22). It also alters the execution of the other crucial ideological function of the university that is shaping the citizens’ attitudes, opinions, and the hierarchy of values. The graduates leaving academia are shaped by choice of the subject matters, the content of education, and the set of requirements they had to meet at school. When they begin their professional life with the corporate-utilitarian mindset as to the social order and the role of knowledge, it is worrisome, even in the case of the economists and engineers. It is decidedly dangerous when future journalists and social communication experts leave academia with such kind of mentality.

Is the science global, or local?

It is a sad paradox that the international recognisability and status of Polish social sciences were better before 1989 than nowadays (Kwiek, 2014), even though the Polish researchers under communist rule were censored, underfinanced, and their international contacts were scarce. It is also troublesome and saddening that the most important internationally noted publications about

the systemic transition in the post-communist countries (including Poland) are authored by the western researchers (Wilkin, 2012, p. 24).

There is no clear-cut division between the global and local perspectives in today's world; while planning the research, one cannot treat them as separable or opposable. Nevertheless, it is necessary to ask the question about the hierarchy of importance of these perspectives in the Polish media and communication studies in the next years of their development. The mediated communication is obviously the global phenomenon, but its contents, forms, and influences are diversified depending on the country, the region, the continent. The will to pursue the globally-oriented media research and thus attracting the interest of the international media studies community is entirely understandable and does make sense as a career choice, especially when the young scholars are concerned. Within the Polish academia there exist and are continually being strengthened the different systems of the evaluation of the research activities that reward publishing rather in foreign languages than in the native one. There is a particular pressure to publish in the English-language scholarly journals, with the international impact factors in mind. It is worth remembering that the concept of the impact factor in itself was created with the American publication bases and the English-language Web of Science in mind (Hicks, Wouters, Waltman, de Rijcke, & Rafols, 2015), with only just subsidiary importance given to the other languages. The importance of impact factors for Polish science administrators seems to enforce the international orientation, at the expense of the locally-oriented research concerning the culture-specific subject matters relevant to the local and regional cultures and communities. This leads to the adoption of the global perspective and gives the researchers the incentive to the international empirical research, which at the same time proves extremely difficult or impossible, given the extremely limited financial means accessible to the researcher at the Polish academia. It also enforces the selection of the subject matters – even in the locally-oriented Polish or regional projects – in accord with the potential interests of the western (mainly American) journals and publishing houses. The foreign publishers become thus the gatekeepers for our research.

The result is the change in the basic set of the scholars' motivations that ought to reflect both the universal obligations of the social sciences and historically grounded mission of the intelligentsia. The application of the criteria of system optimisation "to all our games" (Lyotard, 1984) results in the research projects being constructed not with the general knowledge or social outcomes in mind, but in the goal of the capitalisation for the professional advancement. In the Polish educational system, it is associated with the obligatory publishing abroad, in foreign-language journals. It is, admittedly, possible to combine the two: create the research projects both concerning Polish media, and engaging for the foreign public; both bringing advancement gains, and progress of science. Still, in academic life this is an ideal situation, resulting from the lucky co-existence of the financial means, peoples' goals, competencies, and the favourable cultural and political climate. On a daily basis, the humanities and social sciences progress rather through researchers' painstaking, not entirely attractive, but extremely critical explorations of their own cultural and social environments, aimed at responding the needs of their communities, and searching for the means of using the knowledge for their good.

The search for truth vs the terror of performativity

As a result, the Polish scholars (particularly the ambitious young ones) struggle to build their scholarly careers upon the participation in the globally-oriented reflection on international communication processes. The resulting description of the communication phenomena is somewhat devoid of the local context, suspended in the not-entirely-specified reality of the global (or, as a matter of fact, Euro-American) mediatised society. The success in term of Western

academia seems to require the consistent omission of the local context. It also calls for the particular skill of predicting the tastes of the „foreign” scholarly publishers and accommodating their interests. It therefore necessitates the construction of one’s academic career based on the transparent global identity (as described by Tadeusz Miczka in his important work on the identities in the postmodern society): “the universal expert, negotiator and researcher, equipped with the technocratic-pragmatic instrumentation characterized by the wide knowledge, the competencies allowing for personal flexibility, language skills, and the willingness to freely change the place. Such a kind of identity easily permeates from one setting to the other, as it is devoid of the cultural empathy” (Miczka, 2002, p. 168–169).

Pursuing such a globally-oriented model of media and communication studies while situated in Poland is an extremely costly ambition. One has to be situated at the relatively affluent, large public university and/or have constant access to the grant money. Obviously, the assumption that one can base one’s scholarly success and career choices entirely of the accessibility of grants is simply unrealistic. To boot, again, the constant attempts to acquire the grant funding impose the consistent conforming of the subject matters and research questions to the requirements of the gatekeeper - this time, the one situated within the money-granting institutions (the publication strategies have been described in the subject matter literature since the years 70 of the previous century; Bukowska & Łopaciuk-Gonczaryk, 2013).

The individual ambition to become the international media and communication scholar, building their career based on the needs of the international publishing market is legitimate and does not have to stem from the opportunistic motivations. It can be premised on the actual, real scholarly interests and the sincere conviction about the sensibility of such a solution. The problem arises when the administrative solutions at the level of the entire system support mostly the career ambitions of such kind, while the abandonment of the corporate and the foreign-market-oriented mindset results with the inhibition or the actual impossibility of the academic advancement. Unfortunately, the systemic solutions being what they are, the correction of this unjust situation can only be carried out through the deliberate actions of the research community.

It is possible. The research and real-life solutions of the media and communication scholar attempting to meet the requirements of the system are imposed by the necessity to adjust to the terror of the measurability (Ball, 2003), and the need for success in (how Bourdieu would put it) a specific field as constructed by the research community of the shared science domain. The shaping of the career strategies under the pressure of the systemic requirements can take the form of the „opportunistic adaptations of the members of the institution who out of the necessity try to fit their goals and aspirations into the top-down imposed bureaucratic straightjacket” (Sztompka, 2014, p. 8). Still, the competition conditions within the shared field result from the interaction of the official administrative solutions and the internal, informal hierarchies and values, and the collectively internalized concepts of the goals, quality, and evaluation of the academic work. We ourselves, therefore, have to consciously and purposefully alter the terms of the competition within the shared field. On the one hand, there is the necessity to come up with the bibliometric, financial, and organisational solutions enhancing the value of the local context-related research. For the time being, we have not been able even to build the reliable national bibliometric index (Drabek, Rozkosz, Hołowiecki, & Kulczycki, 2015; Kulczycki, 2016). It is also unknown whether the efforts of the ENRESSH (European Network for Research Evaluation in the Social Sciences and Humanities) to construct the sensible system of the evaluation of the social science and humanities research projects adjusted to the specifics of these domains, will sufficiently respond to the need to balance the evaluation of globally- and locally-oriented research (Kulczycki, 2017). Therefore, it is concurrently necessary to actively alter the community evaluation paradigm; we

have to abandon the automatic assumption that “foreign” and “English-language” research is a better version of the media and communication study.

The problem of the language

As far as Polish media studies are concerned, the pressure on the parametrisation leads to the additional problem with the establishment of the language of the discipline and the received version of the academic writing style. The language develops in use. For the humanities and social studies, their language is the crucial tool of the trade. Developing the discipline’s own version requires the careful, deliberate maintenance, and the community that appreciates its skilful use. The Polish media analysis and researching their users require the work on the Polish-language material. Almost all of us use the native language in a better, more precise and flexible way than even fully acquired foreign one. Meanwhile, the pragmatics of the system promoting the foreign-language publications over the native-language ones forces the scholars to swap a sharp scalpel – the instrument handled in a precise, subtle, and effective way – for a kitchen knife, much duller and less suited for the precise elaboration of the material. This is how it feels to use the foreign language for the non-native, even the most fluent, speaker.

The point is not to abandon publishing in English. It is unavoidable at least in the purpose of the international cooperation and popularisation of our research abroad. In the exact and natural sciences, it is even possible to write only in English without the loss of the substantive value of the scholarly text. Still, the common adoption of this strategy is dangerous for the development of the social sciences and outright detrimental to the media studies, based mainly on the Polish research material. It is not that the publishing in English is the extremely difficult endeavour (once we accommodate the subject matter choice strategy to the tastes of the gatekeepers sitting in the publishing offices in the high-indexed foreign journals). Publishing in the western academic journals requires the conforming to the formal and methodological requirements and using the restricted, formalised version of the academic style in a foreign language. Polish researchers seem to be able to meet these requirements. Still, it means that financing and gatekeeping paradoxes lead to the situation when the ability to use one, restricted, limited version of international academic English are more appreciated and more (career-wise) profitable than the ability to write well in Polish.

The situation is made worse by the structure of the financing and evaluation of the publications described earlier in this paper. Not only it enforces writing in the foreign language, but also leads to the undermining of the underlying belief of academia that the books are its most important channel of communication (even if nowadays, admittedly, not necessarily printed ones). According to the bibliometric analyses of the publications in legal sciences, economy, philosophy, and theology (Kulczycki et al., 2018) it has already skewered the proportions of the numbers of the articles and the books published in these domains, to the disadvantage of the latter. It seems slightly less alarming in the legal studies and economy than in philosophy; in our domain it may be really adverse, as the media studies deal with the matters at the intersection of the academic issues and peoples’ everyday experiences, constantly tailoring their language to the ever-changing reality. If the current reform of scholars’ work evaluation is implemented, it might be “enough” for the individual researcher to publish three or four articles in the foreign journals within the four-year reporting period. There will be no need to publish in Polish, particularly books, and no necessity to write papers for the local journals of the lesser reach. It will not make sense to write the handbooks and manuals in Polish, that are otherwise necessary for the development of the discipline in the native language and would eminently facilitate teaching about the new research and trends in media and communication studies.

The results of the pressure on writing in English are easily observable even now, to anybody who edits the Polish media studies publications or works with the students and graduates. Many times it is easier for the authors to use the English terms than their Polish equivalents, even if these equivalents do exist and are perfectly applicable. It becomes a difficult challenge to uproot the unnecessary imports not only from the students' vocabulary but also from the syntax they use.

Most importantly though, the world representations are inextricably associated with the language. For the scholars writing in English for the English-speaking academic public in the West, the language is not the means to convey the world representation, but to accommodate the knowledge about us to the preconceptions and the cognitive possibilities of the people representing the world in a different language. Sometimes it is necessary, but would it become normalized, we cannot expect the Polish media and communication studies to come up with such language representation of the world that would convey its complexity and changeability in our native language. There will be no way for the works of Polish media scholars to acquire wider social circulation and influence in our own country. The language of the discipline will not develop, while the media studies will not participate in the development of the Polish social science terminology and the language as a whole.

The question of the language chimes in with the problem of the Schramm legacy and the prevalence of the political science perspective, as with the issue of the undervaluation of the culture in the conceptualisations of the media and communication science in Poland at the current stage of its development. The coercion to abandon the native language in academic writing and the pressure to communicate about one's research in international academic English - therefore with the means of the short, succinct and objectified statements - seem to be somewhat less afflictive in the political science, computer science, or even marketing studies. Nevertheless, they vitiate or notably lower the value of the culture-specific findings, as culture is inextricably connected with language.

Probably the most dramatic paradox is the correlation between the (ever-fetishized in the corporate settings) creativity and the language the scholar uses. The universal international English serves well the innovativeness in the exact and natural sciences, as it facilitates the exchange of data and co-operation. The style of the English expository prose enforces clear and intersubjectively verifiable information about the research hypotheses, methodologies, and findings. In the social and human studies though, the intriguing, innovative ideas and revelatory cognitive propositions arise on the verge of the research report and the essay. Before they become concretised and developed, they may require the essayistic or speculative form. Reducing this possibility to the short parametrised articles constrained by the formalised foreign language visibly lowers innovativeness, instead of raising it.

To be continued... But how?

The media and social communication study, as a relatively young scientific discipline, has to establish its fully-fledged position within academia. It has to remain loyal towards the social obligations resulting from its functioning in this particular country, at Polish universities, with the help of the public funds.

If we do agree that the objective of the Polish media and communication science in the years to come should be leading the euro-American-oriented foreign-language reflections on the global and international collective communication processes, then conforming to the utilitarian corporate culture should not be excessively difficult, although it will require the support for the particular research strategies and biographical choices of the young scholars. The performativity terror does suit the needs of the narrowly-defined media and communication science-oriented

at the blending into the global circulation of the international political communication studies (or preferably of the study of political communication in the western world). In such a case the entire concept of media study as a scientific discipline has to be consistent with these goals. It has to be assumed that the research must be conducted and results published in English. The media communication studies must be oriented to quantitative and applicable research. The domain has to be demarcated in a relatively narrow way, with the exclusion of the research on art, design, visual culture, multimodal communication, and cultural and social influences of the mediated communication in the culture-specific contexts (the subject matter that is somewhat neglected in Polish media studies regardless). Such science can be pursued by the relatively small community of the scholars not particularly interested in the local context and local accessibility of their research findings.

However, if one wants to admit and reinforce the importance of the local context-specific studies and the analysis of the correlations between the global and local or regional media, and to outline the borders of the communication studies in a possibly wide way, one must accept the incompatibility of such ideas to the requirements and necessities of the corporate academic culture and the parametrisation model. It is then necessary to devise the internal, community-issued mechanisms of the evaluation, rewarding, and financing of the research conducted within the wide federation of the media scholars coming from the diversified settings and environments, treating media as the proper and basic domain of the culture, recognising the need for the media literacy education and shaping media competencies among the citizens, and also looking for the means to exchange findings and co-operate with the other domains.

The upcoming years in this regard will be of utmost importance.

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