

Social communication and media – federation, and not incorporation*

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KEY WORDS

research, social communication, media

ABSTRACT

The article examines the consequences arising from the Ministry of Science and Higher Education adopting a new classification of scientific disciplines. The authors believe that such action should not be treated as a mechanical attempt at merging different disciplines that already have their defined subject of study, methodologies and paradigms but rather as an opportunity to search for common areas of research. The authors advocate for a federative approach instead of an incorporating one.

In the new ministerial classification adopted in September 2018, media science was included in the group defined by the term “science about social communication and media” and left in the field of social sciences¹. This solution means an almost literal implementation of the “List of fields of science and techniques according to the OECD classification”². In the new classification, it was assumed that the disciplines of science of social communication and media include the current disciplines: media studies; learning about cognition and social communication; bibliography and information science.

Before the authors attempt to present the potential consequences of the applied solutions, it is necessary to recall the premises on which this classification was built. A group of experts from individual OECD member countries adopted a pragmatic position to unify the various classifications and placed related disciplines and not included in previous classifications in FOS (Field of Science and Technology). In the case of social sciences, the earlier classification from 2002, including psychology, economics, pedagogy and other social sciences, was changed into nine discipline groups³. In justifying the new division, experts emphasised that the development of science and technology is very fast, and the emerging new multidisciplinary research areas will have to be classified in the future. The current, sixth, classification is therefore not final. Its subsequent updates will result from the progress of science and technology, and the proposed division should stimulate this progress.

Subject of research and related scientific disciplines

Guided by a pragmatic and conciliatory approach, one should assume that the new systematics should not be treated as a mechanical attempt to merge different disciplines that already have their defined subject of study, methodologies and paradigms but rather as an opportunity to search for common areas of research. These areas can be studied with better results thanks to the variety of analytical techniques and methods used by various disciplines. This is, therefore, about a federative concept instead of an incorporating one.

* The authors thank prof. J. Woźniak-Kasperek, prof. R. Cieślak and dr K. Brylska for remarks made on the margins of the typescript, which contributed to the enrichment of the text.

¹ Regulation of the Minister of Science and Higher Education of 20 September 2018 on the fields of science and scientific disciplines and artistic disciplines, Journal of Laws 2018, item 1818.

² Working Party of National Experts on Science and Technology Indicators, Revised Field of Science and Technology (FOS) Classification in the Frascati manual, 26-Feb-2007, DSTI/EAS/STP/NESTI(2006)19/FINAL, <https://www.oecd.org/science/inno/38235147.pdf> [access: 06.04.2018].

³ These are: psychology, economics and business, sociology, law, political sciences, social and economic geography, media and communication, other social sciences.

Such an approach also results from the essence of the subject studied by media experts, which are very broadly defined media. These are means of expressing information, e.g. natural and artificial languages; means for recording information like cards, books, tape recorders, computer disks; means of transmission (more precisely: diffusion) of information like newspaper, television cable, multiplex; means of processing (including searching) of information like a computer⁴.

Media studies not only deal with the media, but also analyse their social role, that is, try to answer the questions: what people do with the media and what the media do with people. This can be expressed in a slightly different way, stating that in the material approach, the subject of research is the means of social communication, while the formal subject is the sphere of social circulation of information⁵. In order for media science to meet the objective requirements of science, it must specify not only the subject but also the purpose of its research.

It should be noted that new media are still appearing⁶, which is accompanied by remediation⁷, in addition, the media are subject to convergence processes⁸. The complexity and changeability of the media meant that they were a grateful subject of research of various scientific disciplines that perceived them through the prism of their own methods and research techniques. It is obvious that many of these disciplines over the years have modified the used instruments and assumed research goals, which in turn was used by media experts.

Polish researchers perceived the media as a subject of research in the nineteenth century, but the first broad methodological discussion regarding media studies took place at

⁴ See more broadly “media” developed by W. Pisarek See *Słownik terminologii medialnej* [Dictionary of media terminology], ed. W. Pisarek, Kraków 2006. See also W. Pisarek, *Wstęp do nauki o komunikowaniu* [Introduction to communication studies], Warszawa 2008, pp. 77–85.

⁵ More about this issue: M. Jabłonowski, W. Jakubowski, *Status teoretyczny nauk o mediach – kilka uwag do dyskusji* [Theoretical status of media sciences - some comments on the discussion], “*Studia Medioznawcze*” 2014, no. 4, p. 18.

⁶ For example, the work of Paul Levinson, *New New Media*, published in Polish language in Kraków in 2010, is convincing about the huge dynamics of media transformations. Some of the observations it contains have already become obsolete, others, such as those related to network games or social media, have become a mass social phenomenon and are the subject of scientific research.

⁷ This phenomenon was explained, among others, by K. Jakubowicz in his work *Media publiczne: początek końca, czy nowy początek?* [Public media. The beginning of the end or a new beginning?], Warszawa 2007.

⁸ Convergence can be seen in the technological aspect, which is confirmed, for example, by *Słownik terminologii medialnej* [Dictionary of media terminology], op. cit. pp. 105-106. It is also analysed in the cultural aspect. See, e.g. H. Jenkins, *Kultura konwergencji. Zderzenie starych i nowych mediów* [Convergence Culture. Where Old and New Media Collide], Warszawa 2007 and M. Castells, *Communication power*, Oxford 2009 (Polish edition *Władza komunikacji* [The power of communication], Warszawa 2013). Karol Jakubowicz, analysing its effects, wrote about the reception convergence, markets convergence and public policy convergence. See K. Jakubowicz, *Nowa ekologia mediów. Konwergencja a metamorfoza* [New media ecology. Convergence and metamorphosis], Warszawa 2011.

the end of the 1950s.⁹ In 1959, it was summed up by Mieczysław Kafel who, although he used the term “press studies”, understood it as “research of all means of mass information”¹⁰. He believed that the subject of press and media studies are: 1) creators and methods and organisation of their work and creations, 2) production of their work and their technique, 3) content of the work and the journalistic product, 4) process of communicating the information content, 5) social conditions of the press activity and impact, 6) effects and results of the press activity¹¹.

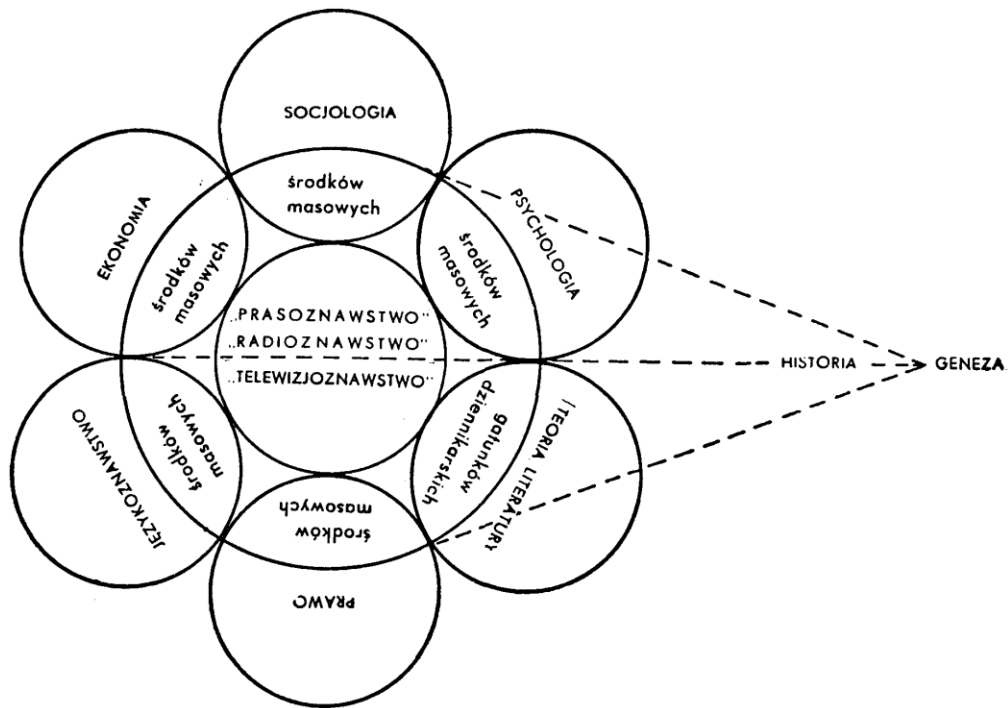
Views (conventional) of the Warsaw and Kraków school were merged by Paweł Dubiel in *Encyklopedia wiedzy o prasie* [Encyclopaedia of press knowledge]. He considered the “press science as knowledge of the press: 1. Learning about the creation, content, transmission and reception of the press (in all its aspects) and press-like publications (radio, television); 2. Sometimes, press studies are interpreted broadly as knowledge of mass communication”¹². The slogan was accompanied by a graphical scheme, by Irena Tetelowska (reproduced as Figure 1), depicting older sciences, from which research methods and techniques were taken by “press science”, “radio science”, “television science”, and thus a group of sciences that have integrated into media science. Tetelowska stipulated that this catalogue is open, because the achievements of other disciplines can be taken into account, as was the case in numerous American studies.

⁹ More about this issue: T. Mielczarek, *Prasoznawstwo. Historia i współczesność dyscypliny* [Press studies. History and contemporaneity of the discipline], “Zeszyty Prasoznawcze” 2018, no. 3.

¹⁰ M. Kafel, *Wstęp do prasoznawstwa* [Introduction to press studies], Warszawa 1959, p. 98.

¹¹ M. Kafel, *Prasoznawstwo. Wstęp do prasoznawstwa* [Introduction to press studies], Warszawa 1966, p. 103.

¹² *Encyklopedia wiedzy o prasie* [Encyclopaedia of press knowledge], ed. J. Maślanka, Wrocław 1976, p. 192.



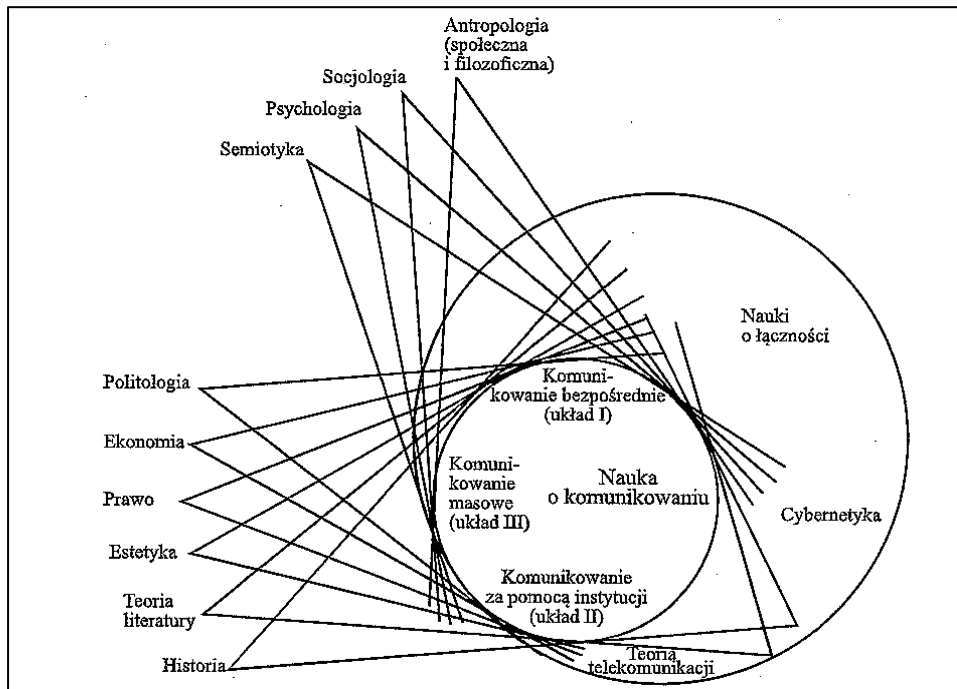
Ekonomia, socjologia, psychologia, teoria literatury, prawo, językoznawstwo	Economics, sociology, psychology, theory of literature, law, linguistics
środków masowych	of mass media
Prasoznawstwo, radioznawstwo, teelwizjoznawstwo	Press science, radio science, television science
Historia, geneza	History, genesis

Fig. 1 Media studies on the background of other sciences by Irena Tetelowska (1965).

Source: I. Tetelowska, *Próba określenia przedmiotu nauki o środkach masowego przekazu informacji* [An attempt to determine the subject of science about means of mass information communication], "Zeszyty Prasoznawcze" 1965, no. 1, p. 15

Tomasz Goban-Klas also believed that research on the press was undertaken by representatives of numerous older sciences: law, history, economics, statistics, psychology, sociology, linguistics, literary studies, political sciences, and sometimes even pedagogy and medicine. In 1976, he decided that the research field that interests us has been transformed and that it is no longer mass media, but social communication. At the same time, he noticed that "Communication is not a separate part of social life, just like the press or mass communication means. It is rather an aspect of this life, visible in the most diverse social

phenomena”¹³. He modified previous proposals and formulated a catalogue of new disciplines. He also opted not for multi-, but for interdisciplinary. In addition, he proposed not to use the concept of subdisciplines, but to speak of, e.g. research perspective, like historical or sociological one. This concept is visualised in Figure 2.



Politologia, ekonomia, prawo, estetyka, teoria literatury, historia, semiotyka, psychologia, socjologia, antropologia (społeczna i filozoficzna)	Political science, economics, law, aesthetics, theory of literature, history, semiotics, psychology, sociology, anthropology (social and philosophic)
Komunikowanie masowe (układ III)	Mass communication (structure 3)
Komunikowanie bezpośrednie (układ I)	Direct communication (structure 1)
Komunikowanie za pomocą instytucji (układ II)	Communication through institution (structure 2)
Nauki o łączności, cybernetyka, teoria telekomunikacji	Communication sciences, cybernetics, telecommunications theory

Fig. 2 Media studies on the background of other sciences by Tomasz Goban-Klas (1976).

Source: T. Goban-Klas, *Od wielo- do interdyscyplinarności (Z dziejów wiedzy o komunikowaniu)* [From Multi- to Interdisciplinarity (From the history of the knowledge of communicating)], “*Studia Medioznawcze*” 2013, no. 3, p. 18

¹³ T. Goban-Klas, *Od wielo- do interdyscyplinarności* [From Multi- to Interdisciplinarity], “*Studia Filozoficzne*” 1976, no. 1., as cited in: “*Studia Medioznawcze*” 2013, no. 3, p. 18.

Separation of media sciences

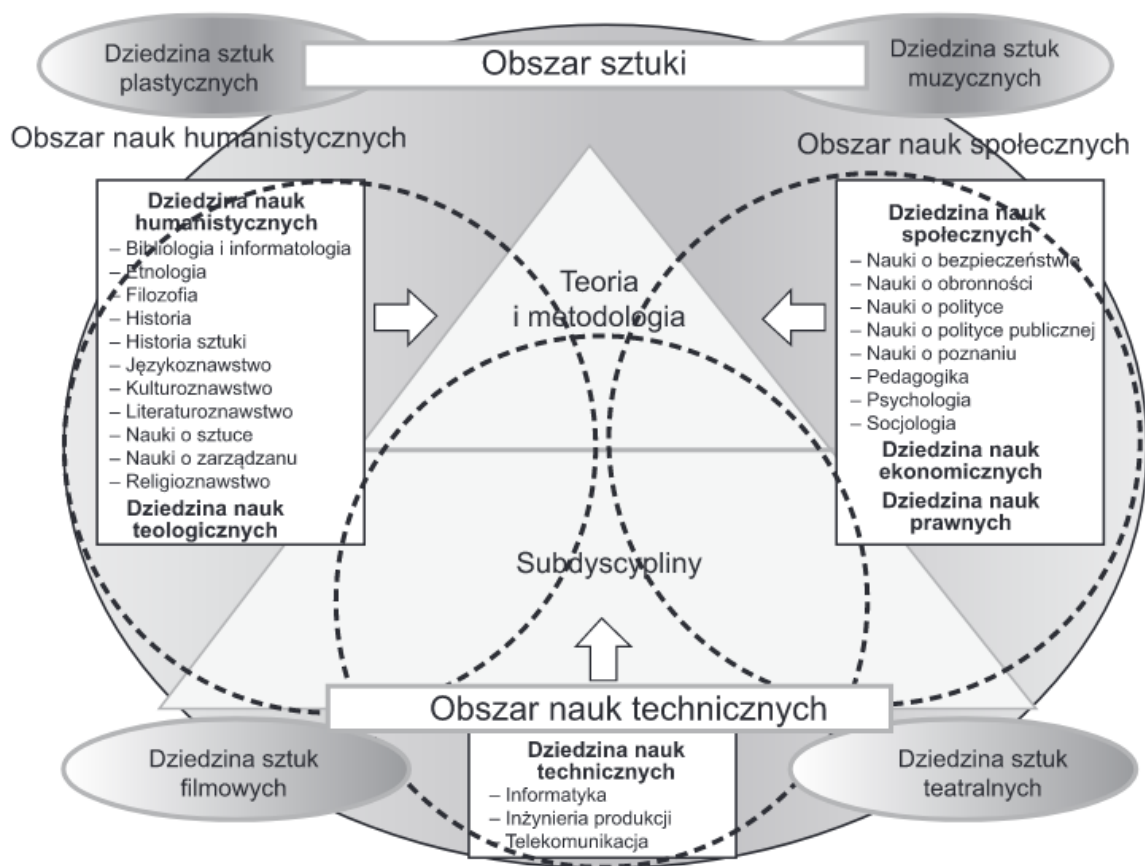
The beginnings of a new era for media studies and social communication (at that time of journalism) were not very kind. The threat of liquidation has been pending over the discipline, although regardless of this, it has developed “under different names and benevolent patronage of virtually all humanities and social sciences¹⁴”. Pretty soon it returned to universities as a field of study called “journalism and social communication¹⁵”.

In 2011, media studies were separated as an individual scientific discipline and the subject of its research was determined once again. It was not limited only to the study of the media, but the analysis included partly social communication: circulation of information, social consequences of media messages, use of media¹⁶. It was proposed that such a vast area of research was penetrated by 23 scientific disciplines classified into 10 fields and 4 areas of science (social, humanistic, technical and art, see Fig. 3).

¹⁴ M. Mrozowski, *Tożsamość nauk o mediach. Przyczynek do dyskusji* [Identity of media studies. Contribution to the discussion], “Studia Medioznawcze” 2012, no. 2, p. 24.

¹⁵ For more on the circumstances of the appointment of this field of study, see T. Sasińska-Klas, *Od międzynarodowej szkoły dziennikarstwa do Instytutu Dziennikarstwa i Komunikacji Społecznej UJ – 15 lat minęło...* [From the international school of journalism to the Institute of Journalism and Social Communication of the Jagiellonian University - 15 years have passed], “Zeszyty Prasoznawcze” 2010, no. 3–4.

¹⁶ M. Jabłonowski, T. Gackowski, *Tożsamość nauk o mediach. Obszary, perspektywy, postulaty* [Identity of media sciences. Areas, perspectives, postulates], “Studia Medioznawcze” 2012, no. 2, p. 20.



Dziedzina sztuk plastycznych, dziedzina sztuk muzycznych, dziedzina sztuk filmowych, dziedzina sztuk teatralnych	Field of plastic arts, field of music arts, field of film arts, field of theatre arts
Obszar nauk humanistycznych, obszar nauk społecznych, obszar sztuki, obszar nauk technicznych	Area of humanities, area of social science, area of art, area of technical science
Teoria i metodologia, subdyscypliny	Theory and methodology, subdisciplines
Dziedzina nauk humanistycznych: bibliologia i informatologia, etnologia, filozofia, historia, historia sztuki, językoznawstwo, kulturoznawstwo, literaturoznawstwo, nauki o sztuce, nauki o zarządzaniu, religioznawstwo, dziedzina nauk teologicznych	Field of humanities: bibliology and information science, ethnology, philosophy, history, history of art, linguistics, culture science, cultural studies, literary studies, art science, management science, religious science, field of theological science
Dziedzina nauk społecznych: nauki o bezpieczeństwie, nauki o obronności, nauki o polityce, nauki o polityce publicznej, nauki o poznaniu, pedagogika, psychologia, socjologia, Dziedzina nauk ekonomicznych, Dziedzina nauk prawnych	Field of social sciences: safety science, defence science, political studies, public political studies, cognitive studies, pedagogics, psychology, sociology, Field of economic science, Field of legal studies

Dziedzina nauk technicznych: informatyka, inżynieria produkcji, telekomunikacja	Field of technical studies: IT, production engineering, telecommunications
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Fig. 3 Media studies on the background of the selected fields of science (2012)

Source: M. Jabłonowski, T. Gackowski, *Tożsamość nauk o mediach. Obszary, perspektywy, postulaty* [Identity of media sciences. Areas, perspectives, postulates], "Studia Medioznawcze" 2012, no. 2, p. 19.

It should be remembered that six years later, the group of "sciences of social communication and media" was complemented by the cognitive science and social communication, bibliology and information science.

Contrary to appearances, the proposed classification does not open up new research fields and does not indicate problems that media researchers have not previously noticed. Let us remind, as a matter of principle, that in the 1940s Harold Lasswell proposed that the study of social communication should follow the pattern: who, what, with what channel, to whom and with what effect it speaks?¹⁷ This concept now has deep roots in media science. It meant that media experts were examining the message's broadcaster (including journalism), the transmission channel (e.g. individual media, media systems, normative media regulations, media economics, etc.) and the reception of media messages. Polish specifics of the last dozen or so years have been media research of public relations.

In the previous classification, the concepts of information science and bibliology were used. Bibliology (book science, book study) originates from bibliography which with time, from the practical ability to compile and use bibliographic lists, has developed into the history and theory of the book as a medium of social content transmission and its functioning in society and in culture. The very term "bibliology" became popular at the turn of the 18th and 19th century¹⁸.

There is also a tradition of locating the problems of bibliological research under the name of librarianship. "This tradition has strengthened due to the institutionalisation of librarianship as a field of study in higher schools"¹⁹. Bibliology encounters problems similar to media studies, because "the central object of its research - the book - is at the same time a

¹⁷ H. Lasswell, *The structure and function of communication in society. The communication and ideas*, New York 1948.

¹⁸ K. Migoń, *Bibliologia – nauka o kulturze książki* [Bibliology - the science of book culture], "Nauka" 2005, no. 2, p. 49.

¹⁹ *Encyklopedia książki* [Encyclopaedia of books], vol. 1. A–J. Wrocław 2017, p. 257.

subject of interest to other sciences, which consequently has a significant impact on the perception and status of this discipline”²⁰.

The scope, specifics and research categories of bibliology were subject to changes caused by the development of knowledge and science, as well as by different research perspectives in various research periods and environments. Historical bibliology appeared first examining the old book, its universe and socio-cultural environment by methods specific to this discipline, but also took from other sciences, mainly from history, language and literature studies. The historical trend is complemented by functional bibliology and a bibliology that implements the cultural paradigm.

The essence of functional bibliology treats a book and the bibliographic universe not only as a historical and social fact, but also as an act of constant interpersonal and social communication in which the specific roles of the medium, i.e. books (bibliological communication) are realistically or potentially realised. Functional bibliology is characterised by strong relationships with the science of information (information science) and communication. The latest supreme theoretical concept in bibliology is cultural bibliology and it seems to dominate today in Polish and world-wide bibliology.

The subject of bibliology’s research has not changed and it is still a book, though not only printed, and not only in the form of a code. Taking this into account, one should agree with Maciej Mrozowski, who stated that administrative decisions have little influence on the subject of the research and “they can neither create nor eliminate any scientific discipline”²¹. Functional, social-communication and communication-cultural bibliology have many subject, paradigmatic and methodological relationships with social sciences; the research techniques and methods employed here are of universal nature and can be used in the study of other media. Only historical bibliology makes greater use of humanistic instruments. It is also easy to notice that at present, the bibliologists have in fact dominated the study of the classic printed press²².

Since 2011, the list of areas of knowledge, fields of science and art, as well as of scientific and artistic disciplines, has seen bibliology and information science (previously: bibliology). The second part of the name of this discipline, i.e. Information science (information science, formerly: scientific information, science about scientific information),

²⁰ K. Migoń, *Bibliologia...*, op. cit., p. 50.

²¹ M. Mrozowski, *Tożsamość nauk o mediach...*, op. cit. p. 24.

²² This applies first of all to historical research documented especially in “Rocznik Historii Prasy Polskiej” [Yearbook of the History of the Polish Press], but also to publications in which contemporary press issues are addressed. See, e.g. W.M. Kolasa, *Historiografia prasy polskiej (do 1918 roku)* [Historiography of the Polish press (until 1918)], Kraków 2013.

or - as others say - the second component - meant a discipline building the theoretical foundations of widely understood information activities, methods and tools used in it, including, in particular, information systems, information resources and sources, methods and tools for the implementation of information processes, users' information behaviour. Information science is characterised by strong interdisciplinarity, a vital connection with information technology and techniques as well as a social and communication approach to solved problems that go beyond technological aspects.

Summing up, it can be said that the research conducted under the name of bibliography and information science were deployed in four areas of sciences and fields: area and field of humanities, area and field of social sciences, area and field of technical sciences and the field of fine arts (book art and aesthetics). Whereas the connections between individual subdisciplines and bibliography and information science specialties with the above-mentioned areas and fields had a heterogeneous character and different intensity, from the historical bibliography, which was most strongly associated with humanities, to, e.g. information space architecture (information architecture) that took from all areas and fields.

Returning to the media, it must be said that their “fast-flowing trend”²³ gave rise to certain helplessness, and at the same time suggested that we were dealing with a vague research field²⁴. It seems that this thesis was not entirely accurate. As has been stated, the media are diverse and are subject to constant transformation. Their constant development on the one hand forces the updating of the research field, on the other, imposes a holistic position and encourages to percept the media through the prism of system analysis. The same considerations determine that the media cannot be examined, when limiting only to a subjectively chosen one element or factor. This is also supported by the dual nature of the media belonging to both the world of matter and culture.

It seems that the concept of media and media studies does not require a thorough reinterpretation. The situation is slightly different with social communication. When the concept of communication and communicating is in principle not subject to discussion and has a fixed position in specialist dictionaries, its social aspect certainly requires a new description. It also results from the significant transformations in the sphere of social communication practiced by the youngest generations. Young people use professional media to a lesser extent, and communicate using social media. In connection with this social

²³ T. Goban-Klas, *Wartki nurt mediów. Ku nowym formom społecznego życia informacji* [Fast-flowing media trend. Towards new forms of social information life], Kraków 2011.

²⁴ M. Jabłonowski, W. Jakubowski, *Status teoretyczny nauk o mediach...*, op. cit., p. 24.

communication, the rules of Facebook and YouTube begin to govern as well as search engine algorithms, and the current principles of media functioning are replaced by computer programs. In a way, man becomes an extension of the computer. Probably the extreme technological determinism concealed in this opinion is too exaggerated, but it is worth noting that also among Polish researchers it has its sometimes uncritical enthusiasts.

As already stated, in the adopted systematics, the discipline of “social communication and media” has been included in the science of cognition. It should be reminded here that cognitive scientists suspect that media researchers for various reasons looked at communication from the perspective of the media, and because of the location of the field “journalism and social communication” in political science, they focused on political communication²⁵. Remembering these allegations, it can be assumed that the so-called Schramm's legacy is gradually broken. This problem definitely exceeds the scope of this study, which is why the authors limit themselves only to expressing the hope that it will be studied in a separate article.

Taking into account the above conditions, one may try to sketch the place of disciplines we are interested in in the fields of science and technology. According to the order specified in the ordinance, we should start with engineering and technical sciences, where we find, among others, a group of sciences named: automation, electronics and electrical engineering, technical informatics and telecommunications, material engineering, as these disciplines undertake technical issues necessary for proper characterisation of contemporary media.

Recalling engineering sciences should not be surprising as we know that media research is also conducted at technical universities. Perhaps the most spectacular proof of the skilful combination of technical, media and artistic sciences is the scientific output of Lev Manovich²⁶ or the Massachusetts Institute of Technology (MIT)²⁷.

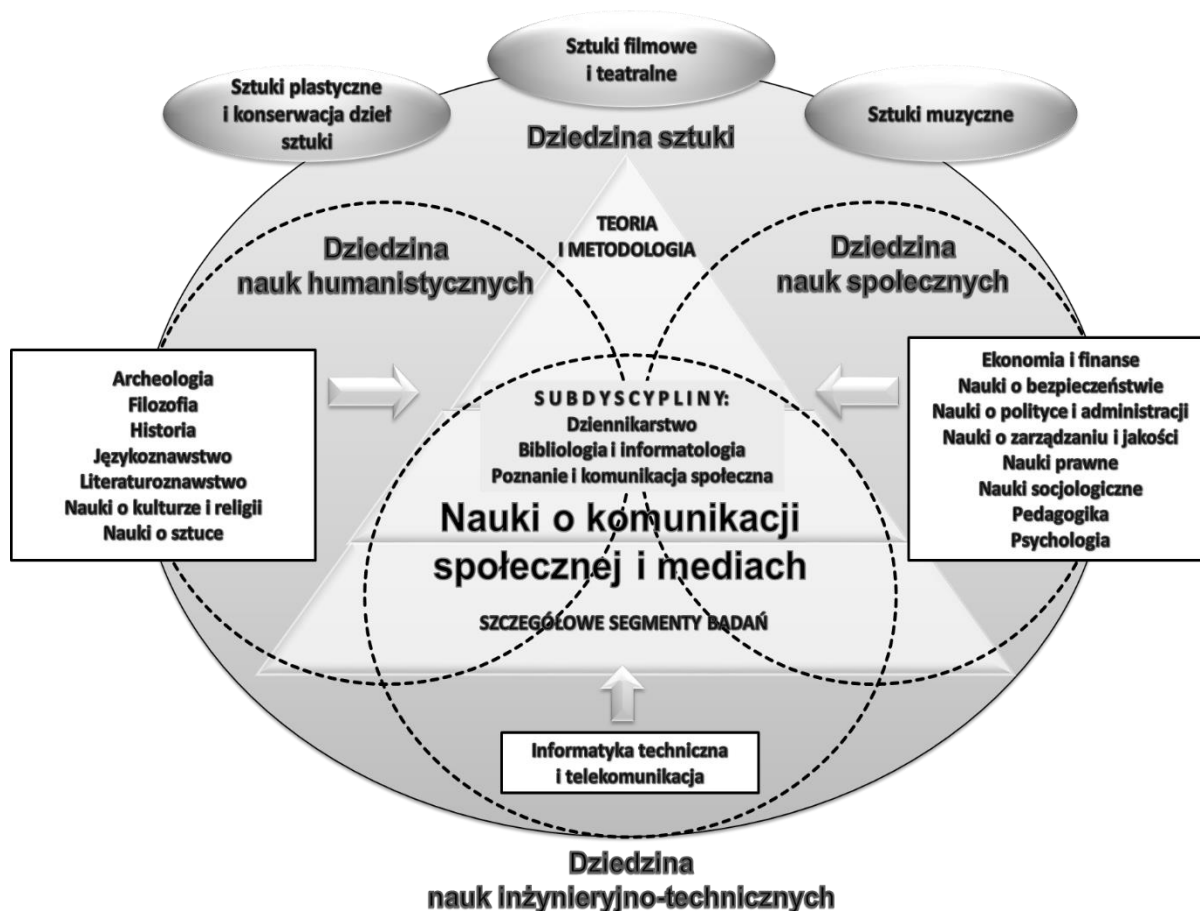
To engage in learning described as “social communication and media”, we have to refer to all the social sciences mentioned in the list. The situation is similar with the humanities, i.e. groups of sciences defined as philosophy, history, linguistics, literary studies,

²⁵ See, e.g. E. Kulczycki, *Status komunikologii – przyczynek do dyskusji* [Status of communication - contribution to the discussion], “Homo Communicativus” 2008, no. 3; by the same author: “*Dziedzictwo Schramma*” jako źródło specyfiki polskiej nauki o komunikacji [“Schramm's legacy” as a source of the specificity of the Polish science of communication], “Lingua ac Communitas”, 2011, vol. 21.

²⁶ More on this subject, see <http://manovich.net/index.php/about> [access: 10.04.2018].

²⁷ The private Cambridge Institute of Technology introduced Media Lab - a form of an institution enabling joint work and learning of people with different skills on projects using new media and technologies, more: www.media.mit.edu [access: 1.05.2018].

cultural and religious sciences, and art sciences. They deal with many detailed issues, without which it is impossible to properly characterise the media and their content.



Sztuki plastyczne i konserwacja dzieł sztuki	Plastic arts and conservation of works of art
Sztuki filmowe i teatralne	Film and theatre arts
Sztuki muzyczne	Music arts
Dziedzina nauk humanistycznych, Dziedzina nauk społecznych, Teoria i metodologia, Dziedzina sztuki	Field of humanities, Field of social science, Theory and methodology, Field of art
Subdyscypliny: Dziennikarstwo, Bibliologia i Informatologia, Poznanie i komunikacja społeczna	Subdisciplines: journalism, bibliology and information science, Cognition and social communication
Nauki o komunikacji społecznej i mediach, Szczegółowe segmenty badań	Social communication and media studies, Detailed research segments
Archeologia, filozofia, historia, językoznawstwo, literaturoznawstwo, Nauki o kulturze i religii, nauki o sztuce	Archaeology, philosophy, history, linguistics, literary studies, culture and religious science, art science
Informatyka techniczna i telekomunikacja	Technical informatics and telecommunication
Ekonomia i finanse, nauki o bezpieczeństwie, nauki o polityce i administracji, nauki o zarządzaniu i jakości,	Economics and finances, safety science, political and administration science, management and quality

nauki prawne, nauki socjologiczne, pedagogika, psychologia	science, legal science, sociology science, pedagogy, psychology
Dziedzina nauk inżynieryjno-technicznych	Field of engineering-technical studies

Fig. 4 The science of social communication and the media on the background of fields of science and techniques

Source: own development

Methodology

To put it simply, one can assume that by methodology we mean cognitive activities and their products, or - as defined in *Słownik języka polskiego* [Polish Dictionary] - “methodology is a science that includes methods of scientific research, their correctness, effectiveness and scientific value”.

Apart from the general methodology of science and “main orientations in research on media and public communication”²⁸ presented by Walery Pisarek, let us mention the methods used in media studies and social communication research. The aforementioned Mieczysław Kafel was probably the first one to attempt to specify them in Poland. He became interested in the method of research, by which he understood the “generalisation of the way, form and instructions of conduct thanks to which we discover something, so it is a process of conduct that allows the development of a whole set of problems”²⁹. It was natural for Kafel that for the needs of emerging science we should use well-known research methods: analysis and criticism of sources and literature, statistical, field research, experimental, observation. He also drew attention to the method of content analysis, although, as he stated, “it is not typical for press studies, it is rather the domain of sociological research”³⁰. He justified this by the fact that it was qualitative in nature and concerned the analysis of interview protocols collected during field research. He considered the press content analysis as a separate research method that constituted press studies, However, he perceived it only in statistical and typographic terms (column structure, display), omitting, among others, the aspects of language, genology, content analysis.

²⁸ W. Pisarek, *Wstęp do nauki o komunikowaniu...*, op. cit., pp. 182–204.

²⁹ W. Kafel, *Prasoznawstwo...*, op. cit., p. 105.

³⁰ *Ibid.*, p. 107.

Nowadays, for the first time, media research methods were comprehensively formulated by three political scientists³¹. In the explanation preceding the list, they stated that these methods are characteristic of the humanities and social sciences.

Moreover, the appropriate empirical methods for both the content and the public availability of the media supported referring to social sciences. Methods constituting the science of the media have been assigned to research problems, starting with the theory of mass communication and ending with media audiences. The division takes into account the latest media phenomena at that time - PR and media marketing, media management and logistics. Currently, they are not only an important aspect of the functioning of the media, but also an important subject of Polish media studies.

Considering the rapid development of digital technologies changing modern media into “new media”, the current list should be supplemented with research methods appropriate to computer science and informatics - e.g. Big Data, SEO, CMS, HCI modelling, bibliometry.

One should also notice new trends, more and more clearly marked on the map of Polish media studies, related to biometric and behavioural research. This is a new area in the study of media recipients - not only their declarations are analysed, but also physiological phenomena that occur in their bodies in response to media stimuli (texts, photos, films, posters, advertisements, etc.). Media researchers in Poland (until recently mainly psychologists, now also media experts) have been conducting analyses for several years, including eye movements (*eyetracking*), facial micro-expressions (*facetracking*), cardiac functions (ECG), muscle reactions (EMG), galvanic skin response (GSR), and even brain activity (EEG and fMRI) of the respondents.

However, this type of research requires specialised equipment that only a few Polish academic centres can afford. Therefore, it should be used to the maximum extent.

Paradigm

The paradigm, as described by the creator of this concept, Thomas Kuhn, are some accepted models of scientific practice including laws, theories, applications and technical equipment. They form a model from which a particular, compact tradition of scientific research³² emerges. The same scientist introduced to scientific terminology such concepts as:

³¹ They were included in the document justifying the separation of media science intended for the Central Commission for Scientific Degrees and Titles. See J. Adamowski, M. Jabłonowski, K. Wojtaszczyk, *Nauki o mediach* [Media sciences] (on the rights of the manuscript - in the possession of the authors) and M. Jabłonowski, W. Jakubowski, *Status teoretyczny nauk o mediach...*, op. cit., p. 22.

³² T.S. Kuhn, *Struktura rewolucji naukowych* [The Structure of Scientific Revolutions], translated by Helena Ostromęcka, ed. and afterword by Stefan Amsterdamski, Warszawa 1968, p. 26.

cumulative (pre-paradigmatic) period of practicing science, institutional science (*normal science*)³³ and anomaly. This last concept was in a sense a polemic with Popper's falsification. He also drew attention to the fact that once the paradigm has been established, it is mainly disseminated through textbooks. The results of current scientific research within a given paradigm are presented in scientific journals.

Referring to these findings, it can be assumed that the Polish paradigm of press studies was described by Mieczysław Kafel in the textbook already referred to, and Tomasz Mielczarek attempted to modernise it³⁴.

It seems that in our modern times, the broadest description of the media science paradigm is contained in the work of Denis McQuail, which was published initially under the title *Mass Communication Theory*³⁵, and then *McQuail's Mass Communication Theory*³⁶. The paradigm we are interested in may also include the work of Manuel Castells³⁷. In the case of Polish authors, we should indicate the publications of Tomasz Goban-Klas³⁸ and Walery Pisarek³⁹.

The synthetic paradigm of the media science and social communication was formulated and published in 2008 by Tomasz Goban-Klas, referring to the mentioned textbooks. In his opinion, to conduct media studies, we need to answer four groups of questions:

- “1. What should be examined? (media, institutions, users);
2. What research questions should be asked? (who controls the media? what are the media considered as social technologies? what is the activity and influence of the media?);
3. How should these questions be formulated? (based on operational empirical methods of social sciences, including specific methods of content testing (content analysis) and recipients (surveys);

³³ The institutional science (*normal science*) are the studies growing out of one or a series of such scientific advances of the past, that a community of scientists currently accepts and treats as the foundation for their subsequent practice. *Ibid.*, p. 26.

³⁴ T. Mielczarek, *Prasoznawstwo...*, op. cit.

³⁵ Polish edition: D. McQuail, *Teoria komunikowania masowego*, Warszawa 2007.

³⁶ The first release from 1983 had 245 pages, and the last - the sixth - from 2010 had 621 pages. Seventh edition developed by Mark Deuze is to be published at the end of 2018. The work was translated into 22 languages.

³⁷ M. Castells, *Rise of the network society*, first release from 1996, published in Polish language as: *Spoleczeństwo sieci*, Warszawa 2007.

³⁸ T. Goban-Klas, *Komunikowanie masowe w nowoczesnym społeczeństwie* [Mass communication in modern society], Kraków 1973; by the same author: *Komunikowanie masowe: Zarys problematyki socjologicznej* [Mass communication. Outline of sociological problematic], Kraków 1978; by the same author: *Media i komunikowanie masowe: Teorie i analizy prasy, radia, telewizji i Internetu* [Media and mass communication. Theories and analysis of the press, radio, television and Internet], first release, Kraków 1999; second release, Warszawa 2004; third release, Warszawa 2005.

³⁹ W. Pisarek, *Wstęp do nauki o komunikowaniu*, op. cit.

4. How to interpret the test results? (within the framework of the theory of the information - media - network society)⁴⁰.

Let us recall that Thomas Kuhn believed that “transition from one paradigm to another, from which a new tradition of institutional science can emerge, is by no means a cumulative process, nor is it a result of detailing or extending the old paradigm. It is rather the reconstruction of the entire area on new foundations”.⁴¹

To take this revolutionary undertaking, there must be anomalies - phenomena that cannot be explained on the basis of the old paradigm. In this matter, the situation is not unambiguous. In the case of classical media studies without the risk of making a mistake it can be concluded that in the last ten years such a situation has not taken place. More dynamic phenomena can be observed in social communication. Probably in the coming years there will be results of research, which will explain more precisely, for example, the long-term effects of the formation of “information bubbles”, “personalised mass communication” or the impact of mobile devices on social communication. However, before this happens, in accordance with Kuhn's recommendations, the paradigm can be supplemented, improved and made more precise⁴². Referring not only to logical empiricism, but also to the concept of Jacques Derrida, in this place we can probably also use the concept of moderate deconstructionism.

As mentioned many times, media studies relate not only to the social sciences, but also to the humanities and technical sciences. Therefore, when asking research questions, we should reference not only operational and empirical methods appropriate to social sciences, but also, as Małgorzata Lisowska-Magdżarz encourages, to take into account other methodological paradigms: semiotic, phenomenological, socio-psychological, sociocultural, critical, rhetorical, cybernetic, economic, multicultural, participatory⁴³. This will allow the study of the media from the perspective of behaviour, transmission, interaction or transaction⁴⁴. The consequence of such an approach will be the fact that the media and

⁴⁰ T. Goban-Klas, *Nauki o mediach i komunikacji społecznej jako nowa dyscyplina nauk humanistycznych* [Studies on media and social communication as a new discipline in the humanities], « *Studia Medioznawcze* » 2008, no. 2, pp. 18-19.

⁴¹ T. Kuhn, *Struktura rewolucji naukowych*, op. cit., p. 102.

⁴² Ibid., p. 40.

⁴³ Denis McQuail proposed a less sophisticated distinction. He operated the concept of the tradition of structural, behavioural and cultural research. See D. McQuail, *Teoria komunikowania masowego*, op. cit., p. 399.

⁴⁴ M. Lisowska-Magdżarz, *Metodologia badań nad mediami – nurty, kierunki, koncepcje, nowe wyzwania* [Methodology of media studies - trends, directions, conceptions, new challenges], « *Studia Medioznawcze* » 2013, no. 2, p. 42.

communication science will still remain a “discipline with a relatively low paradigmatic coherence”⁴⁵.

Research practice

The analysis of current research practice was carried out referring to information on independent scientific workers undertaking media research and on the basis of the content of magazines.

Central Commission for Scientific Degrees and Titles. has data from 110 independent research workers who carry out research in the field of media studies and social communication. Information on the diplomas they hold and data disseminated by Polon⁴⁶ is given in Table 1, according to the sciences classification applicable until September 2018⁴⁷.

Table 1. Independent research workers in the field of media studies and social communication

Fields and disciplines	Professors	Professor doctors	Professors + Professor doctors
Humanities	24	15	39
bibliology	1	0	1
history	3	2	5
linguistics and literary studies	18	13	31
art sciences	2	0	2
theological sciences	0	8	8
social sciences	18	41	59
political sciences	9	23	32
pedagogy	0	1	1
sociology	4	3	7
economics	2	0	2
management studies	2	1	3
law	1	1	2
media studies	0	12	12
Technical studies	2	2	4
electrotechnics	1	0	1
informatics	1	1	2
material engineering	0	1	1
Total	44	66	110

Source: own calculations

⁴⁵ M. Jabłonowski, W. Jakubowski, *Status teoretyczny nauk o mediach...*, op. cit., pp. 22–23.

⁴⁶ <http://www.nauka-polska.opi.org.pl/dhtml/raportyWyszukiwanie/wyszukiwanieLudzieNauki.fs?lang=pl> [access: 15.05.2018].

⁴⁷ Regulation of the Minister of Science and Higher Education of 8 August 2011 on the areas of knowledge, fields of science and art, and scientific and artistic disciplines, Journal of Laws 2011, no. 179 item 1065.

The data presented in the table show the past - roads leading Polish scientists to media studies and social communication. Current media experts, although they basically did not change the subject of their research, received diplomas above all as political scientists, linguists and literary scholars. More than half of them represented social sciences, and more than one third - humanities. The first postdoctoral degree in the discipline of media studies was carried out in 2016. It can be said with a high degree of probability that in about 10 years the study of media and communication will mostly be dealt with by professors and professor doctors with the relevant diploma. Obviously, this does not mean that representatives of other sciences will not do it, because openness to scholars representing related disciplines has always been a strong point of Polish media studies.

The results of current research within the paradigm of a particular science are announced in magazines. From the analysis of the contents of scientific journals, it is possible to find out what topics media researchers pay the most attention to. The selection of the research sample in terms of chronology was limited by the date of the separation of media studies (2011) and the last full year of the magazine (2017). The subject of the study were two magazines from the ministerial list A⁴⁸ and two from the ministerial list B⁴⁹. The categorization key was determined according to the research fields mentioned above⁵⁰.

The first of the studied magazines was the bimonthly “Journal of Communication”. In the analysed period, 359 articles were published there (no reviews and editorials were analysed). The second magazine was a quarterly, and now also a bimonthly “European Journal of Communication” - in this magazine, in 2011-2017, 242 articles were published. In addition, two Polish quarterlies were the subject of the analysis: “Zeszyty Prasoznawcze” (274 articles) and “Studia Medioznawcze” (256 articles). The thematic division of the articles is presented in Table 2.

Table 2. Methodology of media sciences and content of media studies magazines (in percent)

Research area	“Journal of Communication”	“European Journal of Communication”	“Zeszyty Prasoznawcze”	“Studia Medioznawcze”
Mass communication theories	7.0	8.4	10.2	12.6

⁴⁸ This list includes 11731 magazines, of which 43 dealt with issues of *journalism*, media and communication (*communication*). According to “Journal Citation Reports”, there are 79 magazines about this subject in the world.

⁴⁹ List B contained 2212 magazines, of which 42 declared to publish articles in the field of media studies and social communication.

⁵⁰ M. Jabłonowski, W. Jakubowski, *Status teoretyczny nauk o mediach...*, op. cit., pp. 21–22.

Media influence studies	18.3	6.0	9.1	3.0
Media content studies	50.2	39.3	48.6	41.6
Media language	0.8	2.0	5.4	9.7
History of the media and journalism	0	4.7	13.6	9.7
Media economics	0.2	3.3	1.0	2.3
PR and media marketing	0.4	0.1	2.5	7.0
Media management and logistics	0.2	4.6	4.0	10.6
Media aesthetics	0.2	0.1	0	0
Political communication	10.4	16.0	4.8	0.1
Media auditoria	12.3	15.5	0.7	3.2

Source: own development

It should be recalled that content analysis should always be quantitative and qualitative. Quantitative data is presented in Table 2. A wider quality review of the four magazines examined would by far exceed the scope of this article, which is why the authors will limit themselves to only a few general observations. The American “Journal of Communication” focuses on the study of media content, the study of media influence on recipients and publishes texts in which research on media audiences is presented. The periodical, like its European counterpart, does not avoid studying political communication. Closer analysis of articles published in these magazines shows that they are the result of the work of teams consisting of media experts, sociologists, political scientists and psychologists. These teams manage to obtain funds for field research.

The content of Polish magazines reveals that due to material shortages, media audiences are not properly researched and the impact of the media on society is analysed to a limited extent. The stronger point of Polish magazines is paying attention to theoretical problems, language and media history. It is also worth noting that the Polish specificity is undertaking research in the field of PR and media marketing, and quite numerous studies on formal and legal aspects of media functioning, which - due to the lack of proper classification - had to be included in the category of “media management”.

In all the studied magazines, there were basically no articles in which the results of research on media aesthetics would be reported. They focused mainly on the study of broadcasters and mass communication channels.

Conclusions

To summarize the information provided, six general conclusions can be formulated:

1. Adoption of the OECD ministerial regulation as the basis is of formal nature and in no way violates the paradigms of related disciplines: bibliology and information science, media studies and social communication. The established federation will facilitate the construction of interdisciplinary research teams and the use of diverse and comprehensive research instruments for research on the media and the book.
2. Introduction to the scientific systematics of the term “social communication” requires reviewing this discipline and reconfiguring its paradigm.
3. Referring to the history of science and, at the same time, to the logic of any systematics, it can be assumed that the creation of a group of related sciences defined by the term “social communication and media” will converge the subject of research, research methods and techniques, and in the future - approximation of paradigms. In practice, it will mean not a revolution, but the evolution of research orientations and the possibility of triangulating research⁵¹. The sciences of social communication and the media will not only use the methodology of other disciplines, but their appropriate research tools will be used by related disciplines. Twisting the words of John F. Kennedy, one can publicly say that “media experts should not only ask what they can take, but also what they can give to others”.
4. Research on social communication and media must be holistic. Therefore, one should expect from the representatives of this science interdisciplinarity and versatility and the use of diverse research instruments.
5. The latest research techniques are expensive. Researchers should therefore maximally use their equipment and, at the same time, invite representatives of smaller centres to cooperate (internships, joint grant applications, etc.).
6. The content of analysed Polish magazines revealed a dead research field. It is therefore appropriate to encourage researchers to at least partially revitalise them, or to remove them from the currently used typology.

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⁵¹ “Triangulation, or the use of many methods, reflects the attempt to defend a deeper understanding of the phenomenon under investigation”. See *Metody badań jakościowych* [Qualitative research methods], ed. N.K. Denzin, Y.S. Lincoln, vol. 1, Warszawa 2014, p. 26.

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