



Photo: Professor Walery Pisarek among the organizers of the Conference — Sandra Wolna, Julia Trzcińska, Róża Smolak, Lucyna Szot, Paulina Barczyszyn-Madziarz, Waldemar Sobera, Mateusz Bartoszewicz

It was one of the last occasions to meet the First Honorary Member of the Polish Communication Association, our mentor — Professor Walery Pisarek.

The anniversary was also a perfect occasion to spend time in less formal occasions such as the dinner after the first day of the conference, as well as other meetings in smaller groups, that proved right the thesis that Wrocław is indeed a meeting place!

Text: Julia Trzcińska

Photo: Waldemar Sobera

The 67th Annual International Communication Association (ICA) Conference

Interventions: Communication Research and Practice

San Diego, USA, May 25–29, 2017



Photo: The participants of the panel: Agnieszka Hess, Agnieszka Stępińska, Dorota Piontek, Paweł Surowiec, Sven Engesser, Václav Štětka, Frank Essser

The Polish Communication Association (PCA) organized a panel “(New) Media and Political Communication in Europe” during the 67th Annual meeting of ICA in San Diego. The

goal of that panel was to bring together a wide range of scholars from several European countries to draw a picture of contemporary trends in political communication, in particular populist political communication. The panelists presented their empirical studies on: (1) the ways in which political parties in hybrid media systems use social media as mobilization platforms for political participation among its citizenry, (2) the news media depiction of the various political parties' electoral proposals and of the political attitudes of protest, (3) amount of attention paid by the media to populist political parties, and (4) a relation between the politicians' self-presentation on social media and their image created by the journalists. Overall, the panel provided an opportunity to discuss theoretical and methodological approaches toward populist political communication in the era of online media. The PCA session was chaired by Dorota Piontek. In her opening speech, Dorota Piontek introduced activities of the PCA and presented the latest issue of *Central European Journal of Communication*.

The first paper was presented by Václav Štětka from Loughborough University (United Kingdom) and Paweł Surowiec from Bournemouth University (United Kingdom). The paper included results of the analysis of the digitally-stored Facebook data from the 2013 Czech and the 2015 Polish parliamentary election campaigns. The comparative design of this study enabled to capture similarities and differences of campaigns to better understand how political parties in consolidating democracies adopt and adapt to hybridized election settings. Agnieszka Stępińska from Adam Mickiewicz University (Poland), Dorota Piontek from Adam Mickiewicz University (Poland), and Agnieszka Hess from Jagiellonian University (Poland) shared their findings on media visibility and (new) media activity of populist political actors in Poland. The paper collected and compared data on traditional media coverage and social media activities of Paweł Kukiz and Janusz Korwin-Mikke. Through content analysis the paper examined a relation between the politicians' self-presentation and their image created by the journalists. Susana Salgado from University of Lisbon (Portugal) examined the political parties' communication and the media coverage of the 2015 national election in Portugal, the first election in the aftermath of the Euro Crisis. Through content analysis, the paper looked at the news media (television, online newspapers, and print media) depiction of the various political parties' electoral proposals and of the political attitudes of protest, and investigated how immune electoral political communication is to populist discourses. The panel continued with presentation by Sven Engesser from University of Zurich (Switzerland). The Author provided a review on the scattered literature on online populism and presented an integrative theoretical framework. He looked at commonalities between the logic of populism and the logic of online media and further mapped areas for future research.

After all the presentations Frank Esser from University of Zurich (Switzerland), who served as session respondent, shared his comments and suggestions on both the results and the methodology of the presented studies.

Text and photo: Agnieszka Stępińska