

the results of the content analysis of the three most popular Polish television news programs and web portals.

The next Congress of Political Science will be held in 2021 in Wrocław.

For more information please visit: <https://www.umcs.pl/pl/kongrespolitologii.htm>.

Text: Róża Norström

The Annual Conference of the European Media Management Association (EMMA): “Media Management in the Age of Big Data and High-tech” Warsaw, Poland, 14–15 June 2018



Photo: Participants of the European Media Management Association conference in Warsaw

More than 100 media scholars and practitioners from European countries and beyond (China, Iran, Japan, Pakistan) gathered in the city of Warsaw for the Annual Conference of the European Media Management Association (EMMA). The Association is one of the world's most established academic networks in the field of media economics and management. It supports advancement in media management research, scholarship, and practice throughout international conferences and its flagship publication “Journal of Media Business Studies”. In the past the annual conferences of EMMA were organised in several European cities, including Porto, Tallinn, Moscow, Budapest, London, Barcelona, Hamburg, Paris, Ghent, and Bournemouth. The first ever EMMA conference in Poland was organised on June 14th–15th, 2018 by the Faculty of Journalism, Information and Book Studies, University of Warsaw.

The goal of the 2018 EMMA conference entitled “Media Management in the Age of Big Data and High-tech” was to critically examine internal processes and structures of media and creative firms through the lenses of the ‘the fourth industrial revolution’ and ‘the second machine age’. It aimed to answer to the question of whether and how media enter-

prises are adapting to the age of machines. Both posters and papers accepted for presentation at the conference therefore addressed different aspects with regard to the management of the media. The list of topics included machine intelligence and machine learning, Big Data and Internet of Things, predictive analytics, behavioural targeting, data-driven personalisation, smart city, social innovation as well as topic related to EMMA special interest groups, such as media entrepreneurship, strategic media management, media policy and information technology.

The conference programme was designed to cover 20 parallel sessions and two plenary sessions dedicated to the main conference theme. During the first plenary session, entitled “Rationalising Audiences and Reconsidering Media Management” (June 14th, 2018) new models of media management were presented by Phil M. Napoli (Sanford School of Public Policy at Duke University) and Christian S. Nissen (Copenhagen Business School). The second plenary (June 15th, 2018) entitled “Roadmaps for Organisational Culture Change” offered a room to present findings from two qualitative studies conducted by Lucy Kueng (Reuters Institute, University of Oxford) and Lizzie Jackson (London South Bank University).

The European Media Management Association conference in Warsaw included several social events, such as a piano concert, city games, walk by the main Campus of Warsaw University and celebration of the 15th Anniversary of the EMMA. Prior to the EMMA 2018 Annual Conference (June 13th, 2018), the local organisers offered a new type of pre-conference called “Creative Cultures for Media Progression: An Unconference” exploring innovative cultures, values, and practices of progressive media firms, as well as new ways of organising information-sharing between participants.

Text: Michał Głowacki

Photo: Jarosław Królikowski

Call for Panel and Paper

The 12th Central and Eastern European Communication and Media Conference will be held on 19-21 June 2019 in Sofia, Bulgaria. The title of the conference is “Communication Management: Theory and Practice in the 21st Century”.

The accelerated technological changes in the field of communication are inevitably leading to significant modifications in current social practice. The clear borders between communication disciplines like public relations, advertising, and marketing are no longer the norm as contemporary tendencies in the field require an integrated communication approach by public and private entities alike. The academic frame of these alternated models of distribution and consumption of information is the primary focus of CEECOM 2019. However, the conference is open to other panel and paper submissions focusing on issues relating to communication and media practice with an emphasis on Central and Eastern Europe.

“Closed” panel proposal

You can submit a “closed” panel proposal of a maximum 500 words. Each submission should include the title and rationale for the panel, and moderator’s name, email and affiliation. Additionally, brief abstracts (up to 250 words) should be provided for each par-