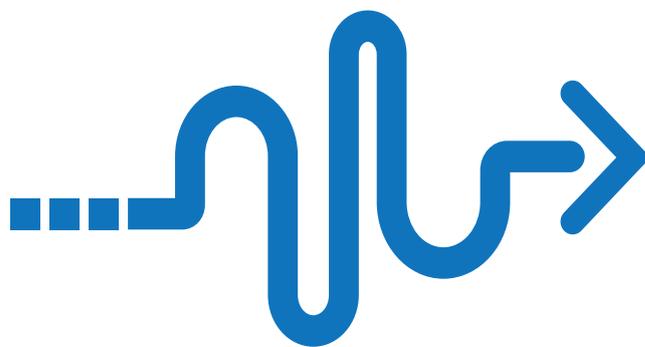


**6TH CONGRESS
POLISH COMMUNICATION ASSOCIATION
GDAŃSK, SEPTEMBER 22–24, 2022**



**The 6th Congress of the Polish Communication Association
“Media and Society in the Age of Platforms, Algorithms and Data”
Gdańsk, September 22–24, 2022**

<https://kongres.ptks.pl/>

The 6th Congress of the Polish Communication Association (PCA) aims to investigate changes in communications and media in the era of the “Fourth Industrial Revolution” (Floridi, 2014). In line with contemporary media research – studies by Nick Couldry (2019), Lev Manovich (2020), Thomas Poell (2021) and Slavko Splichal (2022) – the goal is to acknowledge the significance of high technologies and further discuss communications and media theories and methodologies beyond the digital media approach. All of that when bearing in mind the context of the COVID-19 pandemic, which has widely challenged journalism ethics and media strategies and further replaced face-to-face communications with data-driven networks and algorithmic culture (Terranova, 2004; Van Dijk, 2020).

Overall, we argue that the period of the pandemic and the ongoing evolution of research towards platforms, algorithms and data encourage discussion of new futures for media studies. By inviting you to participate in the PCA event, we offer a broad view of media studies evolution, alongside adaptation methods and potential directions to move forward.

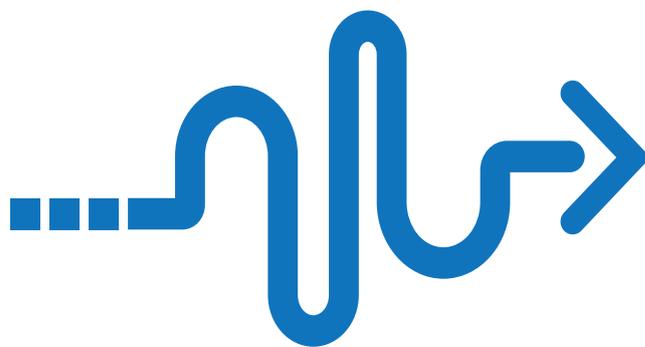
RATIONALE

The 6th Congress of the Polish Communication Association will gather media practitioners and experts from Poland and abroad to highlight the need for new advanced theories and methods in media and communications research. In addition to plenary sessions, we also plan to run round table discussions to identify a set of critical challenges for the “Fourth Industrial Revolution” era. The conference will offer a room to discuss the significance of platforms, algorithms and data within and between the working sections of the PCA. Finally, the General Assembly of the Polish Communication Association will be organised during the second day of the event.

We invite submissions on a wide range of topics connected with the ongoing media change. The salient themes to be addressed are:

- The impact of high technologies on media and society,
- Blurring the boundaries between private and public communications,
- The erosion of differences between media users, public and content creators,
- Changing relationships and dependencies in communication processes,
- Transformation of management and media strategies,

6TH CONGRESS POLISH COMMUNICATION ASSOCIATION GDAŃSK, SEPTEMBER 22–24, 2022



- The quality of communications and media in times of societal crises (media response to the pandemic, climate change, diversity and social cohesion),
- The role of journalism in the global pandemic,
- Human rights and access to public information,
- Changes in media policy and political discourse.

LOCATION

The 6th Congress of the Polish Communication Association will be held in Gdańsk, September 22–24, 2022:

- **September 22, 2022:** Europejskie Centrum Solidarności (The European Solidarity Center), pl. Solidarności 1
- **23–24.09.2022:** Instytut Mediów, Dziennikarstwa i Komunikacji Społecznej Uniwersytetu Gdańskiego (The Institute of Media, Journalism and Communication, University of Gdańsk), ul. Jana Bażyńskiego 4, budynek Wydziału Nauk Społecznych UG, kampus Uniwersytetu Gdańskiego w Gdańsku Oliwie (Oliwa Campus).

Please note: The organisers reserve the right to change the Congress mode due to the epidemic situation in the country.

SUBMISSIONS

The submission is open for both individual papers and panel proposals (in Polish or English).

The individual paper submission shall include:

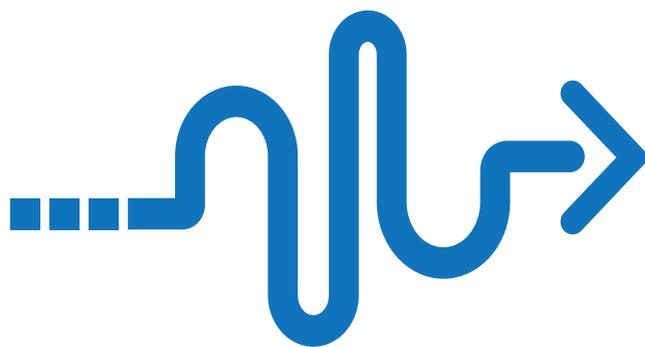
- Paper title;
- Paper abstract (max. 1000 characters);
- Keywords (max. 7).

Panel submission shall include:

- Session title;
- Session abstract (max. 1000 characters);
- The max. five individual submissions (including titles, abstracts and keywords – see Individual paper submission).

Each submission requires registration and the creation of a USER PROFILE on the Congress website: <https://kongres.ptks.pl/>

**6TH CONGRESS
POLISH COMMUNICATION ASSOCIATION
GDAŃSK, SEPTEMBER 22–24, 2022**



TIMELINE

31.03.2022 – deadline for submissions (early registration)

11.04.2022 – information on submission acceptance/rejection

30.06.2022 – deadline for conference registration

31.10.2022 – deadline for full papers submission

22–24.09.2022 – The 6th Congress of the Polish Communication Association

CONFERENCE FEE

Early registration 25.01.2022–31.03.2022

490 PLN – for participants from Poland; 120 € for international participants;
290 PLN – for PhD students from Poland; 70 € for PhD students from other countries;
Discount for members of the PCA – 50 PLN.

Regular registration 01.04.2022–30.06.2022

550 PLN – for participants from Poland; 130 € for international participants;
350 PLN – for PhD students from Poland; 80 € for PhD students from other countries;
Discount for members of the PCA – 50 PLN.

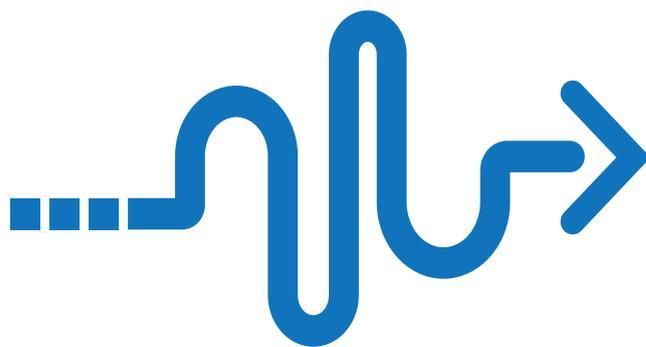
The conference fee shall be paid by:
April 25, 2022 for early registration,
July 25, 2022 for regular registration.

The conference fee includes:

- The possibility of presenting a paper,
- The possibility of publishing English-language texts in CEJC or Com.press (subject to positive external reviews),
- The possibility of publishing paper in the PCA publishing series (subject to positive external reviews),
- Certificate of participation in the Congress,
- Congress materials (in print),
- Catering, participation in two gala dinners and accompanying events.

Data for the conference fee transfer will be available upon registration and creating the USER ACCOUNT on the Congress website: <https://kongres.ptks.pl/>

**6TH CONGRESS
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ORGANISERS

The 6th Congress of the Polish Communication Association is organised by the Polish Communication Association and the Institute of Media, Journalism and Communication, University of Gdańsk.

Contact:

Website: <https://kongres.ptks.pl/>

Secretary: Marta Kokoszczyńska

e-mail: kongres@ptks.pl

Address:

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University of Gdańsk

ul. Bażyńskiego 4

80-309 Gdańsk



**See you in Gdańsk!
We look forward to our discussions!**