

PROGRAM OF THE CONFERENCE



The Pontifical University
of John Paul II
in Krakow

5TH INTERNATIONAL CONFERENCE

MEDIA FOR MAN

**Media Ethics as a Guarantee of Human Security.
Threats and Challenges in the Three Seas Countries**



23rd -24th of April 2024



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PROJECT CO-FINANCED FROM THE STATE BUDGET

within the framework of the Ministry of Education and Science program "Excellent Science - support for scientific conferences".

Project title: "Media Ethics as a Guarantee of Human Security. Threats and Challenges in the Three Seas Countries".

Project number: DNK/SP/550849/2022, grant amount: PLN 143,600, total value of the project: PLN 165,100.

Program of the Conference

1st Day – Tuesday 23 of April 2024

8:30 – 9:30 Registration of the participants of the Conference

9:30 – 10:00 Welcome Session – Aula

Dr. hab. Katarzyna Drag, Dr. Piotr Drag, Conference Committee Chair

Rev. Prof. dr hab. Robert Tyrała, Rector of the Pontifical University of John Paul II in Krakow

10:00 – 11:45 Session 1 – Aula

Moderator: dr hab. Katarzyna Drag, UPJPII (Poland)

Prof. Hristo Berov, Sofia University St. Kl. Ohridski (Bulgaria)

Media in Bulgaria and coverage of Tree See Initiative: what's the trouble?

Prof. Paul Wojda, University of St. Thomas (USA)

A fractured image: Poland in contemporary American media

Prof. Peter Zachar, Ludovika University of Public Service in Budapest (Hungary)

Ethical questions for Christian intellectuals in Hungary regarding modern public relations

Dr. Martin Kugler, Kairos Consulting President of OIDAC Europe; ITI (Austria)

Media ethics, religious illiteracy and religious freedom in the 21st century from an Austrian perspective

Dr. Florin Nechita, Transilvania University of Braşov; **Tiberiu Coman**, Communication Manager Hospice Casa Speranței (Romania)

Crafting creative communication for social causes in the digital age

Rafał Szkaradziński (Mayor of Szaflary), **Beata Szkaradzińska** (journalist) (Poland)

Small is beautiful. Promotion of regions in Three Seas Initiative. A case of Szaflary, the Heart of Podhale – presentation

11:45 – 12:15 coffee break

A culinary surprise prepared by winners of Polish edition of Master of Regions all the way from Szaflary, the Heart of Podhale, the highlander region of Tatra.

12:15 – 14:00 Session 2 – Aula

Moderator: prof. Paul Wojda, University of St. Thomas (USA)

Prof. Mgr. Renáta Panocová, PhD., Pavol Jozef Šafárik University in Košice (Slovakia)

Borrowing and the ethics of language preservation from a Slovak perspective

Mag. Constanze Euler, Burgenland University of Applied Sciences (Austria)

Ethics and journalistic quality in (online) media – an Austrian perspective

Prof. dr. sc. soc. Anda Rožukalne, Rīga Stradiņš University, Public Service Media ombudsperson (Latvia)

Are we sharing professional standards and responsibility? Audience perception of media ethics in Latvia

Doc. PhDr. Michal Vašečka, PhD. Bratislava Policy Institute (Slovakia)

Slovak media in the midst of conspiracy hell

Dr. Małgorzata Winiarska-Brodowska, Jagiellonian University (Poland)

Media and technologies in the service for society. Employing Artificial Intelligence in a responsible, safe, trustworthy, and ethical way – approaches in Poland

14:00 – 15:00 Lunch break

Lunch provided only for speakers of the conference

15:00 – 17:00 Session 3A – Aula

Moderator: dr. Martin Kugler, Kairos Consulting President of OIDAC Europe; ITI (Austria)

Prof. Ante Rončević, University North (Croatia)

Case study of marketing and public relations in Croatia

Prof. dr. Claudiu Coman, Transilvania University of Braşov (Romania)

Fake news on social media during the Covid 19 pandemic. Ethical aspects

Mrs. Šárka Truxová, NGO Transitions (Czechia)

From impartiality to responsibility: A case study of media ethics in Czechia

Prof. PhDr. Marián Andričík, PhD., Pavol Jozef Šafárik University in Košice (Slovakia)

Literary Gods in Slovak Radio: Parnas as an invitation to the canon of literature

Prof.(FH) UAS Dr. hab. Tamas Czegledy, Burgenland University of Applied Sciences (Austria/Hungary)

Media and broadcasting on the border region Austria – Hungary

Dr. Aleksandra Urzędowska, Dr. Anna Teler, UPJPII (Poland)

Typology of comments on social media. Assessment of digital fluency and ethical awareness of Facebook users.

Dr. Sandra Sprudzāne, Rēzekne Academy of Technologies (Latvia)

Development of media self-regulation structure in Latvia (since 2018)

15:00 – 17:00 Session 3B – Conference Room #1, 1st floor

Moderator: Doc. PhDr. Michal Vašečka, PhD. Bratislava Policy Institute (Slovakia)

Doc. Mgr. Markéta Andričíková, PhD., Pavol Jozef Šafárik University in Košice (Slovakia)

Media promotion of children's and juvenile literature in Slovakia

Prof. Ovidiu Toderici, Aurel Vlaicu University (Romania)

Examining educational policy in Romania: A media ethics approach

Dr. Inesė Ratnikaitė, Šiaulių valstybinė kolegija (Lithuania)

The importance of media ethics within children socialization in Lithuania

Dr. Anna Miśkowiec, Dr. Marta Woźniak, UPJPII (Poland)

Initiatives promoting media literacy in Poland

Mgr. Greta Raykowska, Vocational High School of Electronics “John Atanasov”, Sofia (Bulgaria)

Information literacy and ethical competences at the High school level in Bulgaria

Lea Primožič, PhD Candidate, InnoRenew CoE - a nonprofit research institute (Slovenia)

Collaboration of research institute InnoRenew CoE with the Slovenian media: practices and challenges

Dr. Hanna Wesołowska-Starzec, UPJPII (Poland)

The ethical aspect of fundraising in relation to new technologies

19:30 Traditional Polish Dinner - downtown Krakow

only by invitation of Organizers

2nd Day – Wednesday 24 of April 2024

9:30 – 11:15 Session 4A – Aula

Moderator: Prof. Ante Rončević, University North (Croatia)

Prof. dr hab. Tadeusz Sikora, Krakow University of Economics, **hab. Anna Prusak, prof. UEK**, Krakow University of Economics; **Dr. Dariusz Raś**, UPJPII (Poland)

Ethics in Quality Management

PhDr. Jana Pecníková, PhD., Matej Bel University in Banska Bistrica (Slovakia)

Uncertainty as a key element in Slovak media space

Dr. Ágnes Veszelszki, Ludovika University of Public Service in Budapest (Hungary)

Media ethics dilemmas related to image- and text-generating artificial intelligence from a Hungarian perspective

Dr hab. Marek Jabłoński, prof. UEK, Krakow University of Economics, **Dr. Dariusz Raś**, UPJPII (Poland)

Ethical aspects in the context of Industry 5.0

Dawid Wiktor, Media Scope Group OÜ (Estonia)

From shadows to spotlight: ethical source material handling in journalism in Estonia

Dawid Kaczmarczyk, PhD Candidate, UPJPII (Poland)

Quality journalism in new media

9:30 – 11:15 Session 4B – Conference Room #1, 1st floor

Moderator: Doc. Mgr. Alexander Onufrák, PhD., Pavol Jozef Šafárik University in Košice (Slovakia)

Prof. dr. sc. Sanda Rončević, University of Zagreb (Croatia)

Reporting on environmental chemistry issues – a view from Croatia

Prof. Dr. Silviu Copesescu, Transilvania University of Braşov (Romania)

The dilemmas of ethics in media in the post-truth century

Mgr. Maciej Nowakowski, UPJPII (Poland/Canada)

Framing Modern Challenges for Minority Language Media Distribution: a Case Study of Kashubian and Silesian in the Polish Context

Dr. Kincső Szabó, Ludovika University of Public Service in Budapest (Hungary)

Who's targeted? Ethical dilemmas in online recruitment communication in Hungarian job advertising

Dr. Maja Bednarska, UPJPII (Poland)

Good and evil in the media

Dr. Paulina Guzik, UPJPII (Poland)

Empowering victims of sexual abuse through media interviews

**9:30 – 11:15 Session 4c – Students and PhD Candidates – Conference
Room #2, 3rd floor**

Moderator: dr Hanna Wesolowska-Starzec , UPJPII (Poland)

Angelica Bancă, PhD Candidate, University of Craiova (Romania)

Effective solutions to stop bullying in schools in Romania. Step one: The media involvement in stopping the denial

Diana Chirila, Babes Bolyai University in Cluj-Napoca (Romania)

Pictures vs Reality: Romanian perspective on tourism

Nicoleta Albu, Titu Maiorescu University (Romania)

An impact of advancing media integration on pedagogy in Romania: best practices and challenges

Urszula Dyrzcz, Katarzyna Radwańska, Joanna Urbaś, PhD Candidates, UPJPII (Poland)

Values and anti-values within the Krakow's School of Media Ethics

dr Hanna Wesolowska-Starzec, Supervisor of project CAMS; Students of UPJPII (Poland):
**Karolina Bernaerts (Belgium), Anna Cygal (UK), Therese Mpongera Teta (Rwanda)
Sofia Salnykova (Ukraine) Mariami Shekiladze (Georgia) Natalia Stanecki (USA)**

Presentation of Project: Sociology Project – Compliments and Human Connection

11:15 – 11:45 Coffee break

11:45 – 13:00 Session 5 – Aula

Moderator: prof. Peter Zachar, Ludovika University of Public Service in Budapest (Hungary)

Doc. Mgr. Alexander Onufrák, PhD., Pavol Jozef Šafárik University in Košice (Slovakia)

Quo vadis democracy and media in Slovakia (after parliamentary election 2023)

Prof. Darijo Cerepinko, University North (Croatia)

News sources, media ethics and trust: Case of Croatia.

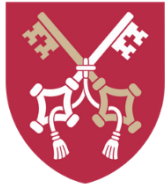
Dr hab. Katarzyna Drag, Dr. Piotr Drag, UPJPII (Poland)

Ethical security nowadays media – tasks and challenges for Three Seas Initiative Countries

13:00 – 13:30 Conference Summary and Closing – Aula

13:30 – 14:30 Farewell lunch

Lunch provided only for speakers of the conference



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Conference Organising Committee

Conference Committee Chair

dr hab. Katarzyna Drąg

dr Piotr Drąg

Conference Secretariat

mgr Urszula Dyrzcz

mgr Joanna Urbaś

with a team

Institute of Journalism, Media and Social Communication

Faculty of Social Science

Pontifical University of John Paul II in Krakow



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PROJEKT DOFINANSOWANY ZE ŚRODKÓW BUDŻETU PAŃSTWA

w ramach programu Ministra Edukacji i Nauki
pod nazwą Doskonała Nauka - wsparcie konferencji naukowych.

Tytuł projektu „Etyka mediów jako gwarancja bezpieczeństwa człowieka.
Zagrożenia i wyzwania w krajach Trójmorza”. Nr projektu
DNK/SP/550849/2022, kwota dofinansowania 143 600 zł, całkowita wartość
projektu 165 100 zł



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23rd-24th of April 2024

Kraków, Poland