

**WIESŁAW SONCZYK**

***“Studia Medioznawcze” 2000–2009***  
***(characterization and assessment of the quarterly)***

The “Studia Medioznawcze” [“Media Studies”] quarterly is one of a dozen academic periodicals, published by higher education institutes, the centres of scientific research educating future journalists<sup>1</sup>. In the first issue, it was stated that, “the idea for the quarterly was put forward in late 1990s by the Institute’s staff. There was a need to create another, aside from “Zeszyty Prasoznawcze”, forum for discussion among media studies circles and to critically assess existing journalism education in both public and private higher education schools. It should be noted, however, that at the moment of establishing, “SM” was not the second but the third, after “Zeszyty Prasoznawcze” (1960) and “Rocznik Historii Prasy Polskiej (1998), media studies periodical.

Presently, there are more such periodicals on the market including “Media i Kultura”, “Rocznik Prasoznawczy”, Polish edition of “Global Media Journal”, “Media – Kultura – Komunikacja Społeczna”, “Media – Kultura – Społeczeństwo” as well as popular biweekly “Media i Marketing Polska” and monthlies: “Press”, “Telekabel” and “Brief”.

When deciding on the target reader, the editors stated, “In accordance with our editorial team’s intentions, »Studia Medioznawcze« is to be a periodical predominantly for academic circles, teachers and students. We would also like to cooperate with those who deal with media on a daily basis, have an influence on their shape or are simply interested in journalism and social communication.

We hope that the quarterly will consolidate the widespread media studies environment, not just including academic circles. This is reflected in our Editorial Council – which includes outstanding experts, representatives of Polish media studies from all around the country. We would like our articles and papers to provoke discussion and polemics. We are also not

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<sup>1</sup> It is unfortunate that there is no official, up to date, list (catalogue) of such periodicals. It could be run by SM’s editorial staff, on behalf of which I postulate updating regarding the creation or liquidation on media studies periodicals.

forgetting about our promising students for whom this is also a platform to present the results of their research”.

When determining the quarterly’s profile, the editors stated that, “our goal is to create a platform for the exchange of thoughts and opinions, theoretical reflections and practical solutions regarding ways of shaping modern social communication, media marketing and public relations, press law, media systems and mass media language. Obviously, we will not avoid other topics such as press and journalism history. It seems that in Poland we are in need of in-depth theoretical studies and researchers, including practitioners, in order to determine a modern, XXI century journalism studies model. We would like to make the quarterly available to anyone who would like to take a stand on the above mentioned issues”.

The above declarations, assumptions and postulates will be compared with content analysis of 37 issues of “SM”<sup>2</sup>. It should be noted that each issue of the quarterly possesses a structure typical for this genre, comprised of three sections: I – Articles and materials, II – Reports and information, III – Reviews. Moreover, in some issues there are additional texts qualified in this analysis as “others”, some of these are from the editors (not signed) while others are individually written (signed). Usually, they introduce each number’s theme (especially when an issue is devoted to a special problem and mono-thematic), at times they are occasional texts i.e. obituaries (by rev. Jan Chrapek for professors Andrzej Ślisz and Andrzej Notkowski).

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During the researched period, the quarterly “Studia Medioznawcze” published 498 articles in total, of which a little over half (55.6%) are articles and academic papers (277), one fourth (27.3%) are reviews – 136, reports from academic conferences (14.5%) – 72, and others (2.6%) – 13. The above data allows us to approximate that on average one issue of “SM” is comprised of 14 texts, including 8 articles, 2 reports and 4 reviews. All in all, it can be said that these are fully satisfactory results for the quarterly, its editing team and co-creators.

Results of statistical analysis are included in the table below<sup>3</sup>.

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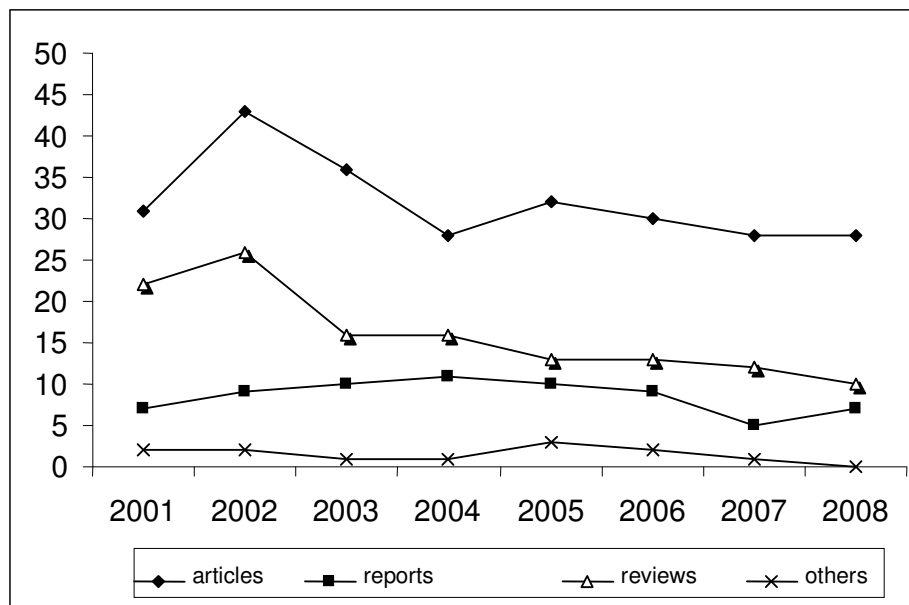
<sup>2</sup> The research period includes issue between December 2000 and June 2009 (including special numbers).

<sup>3</sup> Both, in 2002 and 2003 there were five numbers published, the special issue in 2002 was devoted to foreign capital in Polish media while the special issue in 2003 was entitled “Electronic media in Poland in view of EU expansion”.

Year	Total		Articles		Reports		Reviews		Others	
	N	%	N	%	N	%	N	%	N	%
2000	13	100	7	53.8	1	7.7	4	30.8	1	7.7
2001	62	100	31	50.0	7	11.3	22	35.5	2	3.2
2002	80	100	43	53.7	9	11.3	26	32.5	2	2.5
2003	63	100	36	57.1	10	15.9	16	25.4	1	1.6
2004	56	100	28	50.0	11	19.6	16	28.6	1	1.8
2005	58	100	32	55.2	10	17.2	13	22.4	3	5.2
2006	54	100	30	55.6	9	16.7	13	24.0	2	3.7
2007	46	100	28	60.9	5	10.9	12	26.0	1	2.2
2008	45	100	28	62.2	7	15.6	10	22.2	-	-
2009	21	100	14	66.7	3	14.3	4	19.0	-	-

An in-depth analysis of the different years in the quarterly's existence allows us to state that most stable is the academic articles section (although there were issues in which printed were only four out of thirteen texts) while the volume of the remaining two sections is quite varied (in one issue there was only one text in the reports section and in another – none). Regarding the reviews section, there are also several issues with only one of two texts.

Taking into consideration the content of the various issues printed (including special numbers) throughout the full eight year period (2001–2008), its diversity can be illustrated in a line graph below. It shows that since 2005, the number of academic articles, reports and reviews has been decreasing, although at different speeds. The fastest decrease is noted in the reports section, while the slowest – in the articles section.



The results of the above analysis enable us to formulate at least four practical conclusions regarding the editorial team's work organization as well as the quarterly's publishing format.

1. Editors should strive to maintain a constant volume per issue, so far it has varied somewhat, for example nr 4/2001 had 118 pages while No 4/2008 – 202.

2. It is advantageous that the number of articles in a particular year is similar (except special issues), this trend should be continued.

3. As far as reviews, they are mostly dependent on the activity of the quarterly's staff. The editors should strive for greater stability, meaning similar number of reviews per issue. It is a fact that every year there is an increasing number of publications on media studies by both foreign and domestic authors. It is not expected to review every single one but efforts should be made to encourage people to be more active in this area.

4. The same is true regarding reports from academic conferences. Surely, on the national level there is a large enough number of various academic meetings (conventions, seminars, conferences, symposiums, etc.) which deserve to be noted and reported on. It would be worth knowing what they are about and what conclusions were drawn each time. The problem is, who should do this? The editorial staff, limited in number, are not able to attend all conferences. This is a challenge presently and in the future for the quarterly's staff and its contributors. Unfortunately, not all present field collaborators are active enough in this area. It could also be postulated to conference organizers that they create and provide reports or

synopses about what happened during the meetings . This is an issue not just for this quarterly but all others in the field. All in all, it can be said that there is not enough information about what goes on during these academic conventions.

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The following, more in-depth content analysis of “SM” was conducted separately, regarding the three sections of the quarterly. The same criteria, however, were applied.

### Articles

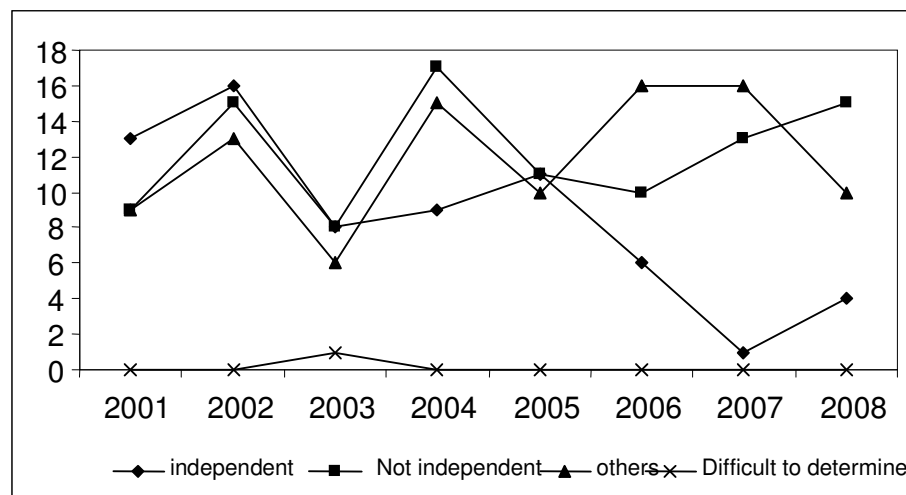
Authors of articles were divided into four groups (categories) depending on their academic status at the moment of the article’s publication. The categories are: “independent”, “not-independent” academics, “others” (including doctoral students, students from other schools, as well as employees of different media organizations (i.e. KRRiT) and “difficult to determine” – including those people who in editor’s notes were presented so briefly that it was impossible to classify them into any of the above groups. However, there were very few such cases.

Results of the statistical analysis, by article authors, are presented below:

Year	Total		Independent		Not independent		Others		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%
2000	7	100	6	85.7	-	-	1	14.3	-	-
2001	31	100	13	42.0	9	29.0	9	29.0	-	-
2002	44	100	16	36.4	15	34.1	13	29.5	-	-
2003	23	100	8	34.8	8	34.8	6	26.1	1	4.3
2004	41	100	9	21.9	17	41.5	15	36.6	-	-
2005	32	100	11	34.4	11	34.4	10	31.2	-	-
2006	32	100	6	18.8	10	31.2	16	50.0	-	-
2007	30	100	1	3.3	13	43.3	16	53.4	-	-
2008	29	100	4	13.8	15	51.7	10	34.5	-	-
2009	17	100	1	5.9	6	35.3	7	41.2	3	17.6

The data shows that for the 277 articles published, there were 286 authors (some texts were written by more than one person). It should also be noted that there are about 20 authors who wrote for the quarterly more than once. The largest number of writers is in the “not-independent” category, that is assistants and lecturers (104) as well as doctoral students (103) making up 72.4% of total (36.4% and 36% correspondingly). Independent academic authors (75) were less active, 26.2% of total. It is a rather small group of writers, numbering about 25, who regularly publish their articles here. The remaining authors (4) who were in the “difficult of determine” category constitute only 1.4% of total.

Activity of the different groups between 2001–2008 is illustrated by the following graph:



- After analysing the above data, apparent have become three characteristic tendencies:
- after a relatively dynamic period of independent employees’ activity between 2001–2002, their output has gradually decreased, especially since 2006, which is difficult to explain rationally;
  - constant and relatively high activity of not-independent contributors (over 30% of total) has been increasing since 2006 (in 2008 – 51.7%);
  - there has also been a comparatively high activity in the “others” category (mainly doctoral students), however, there is more fluctuation in this group than in the not-independent category (from 26.1% in 2003 to 53.4% in 2007).

Based on the above, the conclusion is that not-independent contributors were most active, followed by doctoral students, with the independent group in last place.

Another criterion of analysis of texts was their authors' place of employment. Predominantly, the interest was in the activity of UW; UW's WDiNP (Journalism and Political Science Department) and Journalism Institute (ID) employees, and, in this context, also the activity of external writers including those from other higher education schools. There is a category "others" which included doctoral students, students and employees of media institutions (i.e. KRRiT) as well as "difficult to determine" (if their place of employment or author status was not possible to determine).

Results of statistical analysis, based on authors' place of employment, are presented below:

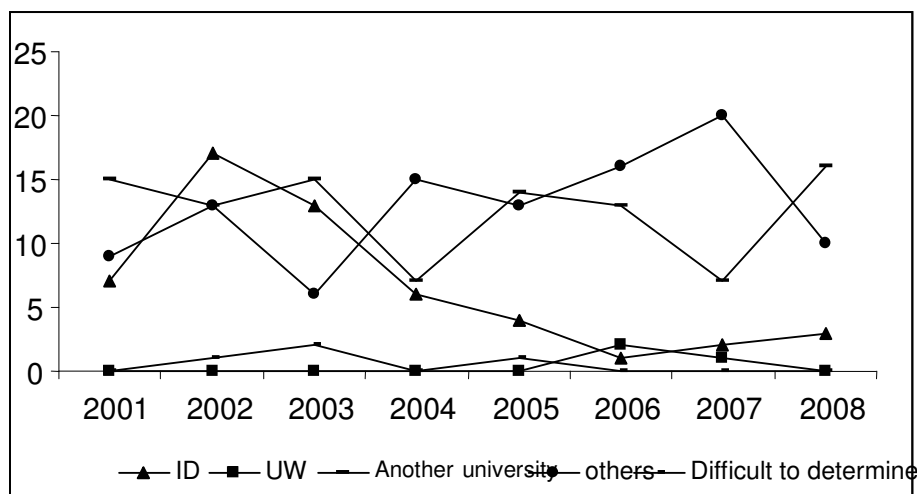
Year	Total		ID		UW		Another university		Others		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%	N	%
2000	7	100	3	42.9	-	-	3	42.9	1	14.2	-	-
2001	31	100	7	22.6	-	-	15	48.4	9	29.0	-	-
2002	44	100	17	38.7	-	-	13	29.5	13	29.5	1	2.3
2003	36	100	13	36.1	-	-	15	41.7	6	16.7	2	5.5
2004	28	100	6	21.4	-	-	7	25.0	15	53.6	-	-
2005	32	100	4	12.5	-	-	14	43.8	13	40.6	1	3.1
2006	32	100	1	3.1	2	6.2	13	40.7	16	50.0	-	-
2007	30	100	2	6.7	1	3.3	7	23.3	20	66.7	-	-
2008	29	100	3	10.3	-	-	16	55.2	10	34.5	-	-
2009	17	100	2	11.8	-	-	5	29.4	7	41.2	3	17.6

It shows that the largest group is in the "others" category, meaning doctoral students (110) and employees of other schools (108), making up 76.3% of total authors (38.5% and 37.8% correspondingly).

Only one in five authors (58 or 20.3%) is an employee of the Journalism Institute. In reality, this group is even smaller since some writers contributed more than once (several times in fact). What is more, since 2004 noted is a decreasing tendency. For example, in 2003 articles were published by six employees, while in 2006 – by only one and in 2007 – by two.

The following line graph illustrates the above mentioned tendencies. Firstly, it indicates a high level of activity, especially between 2002–2007, of doctoral students (in the

“others” category), including UW’s WDiNP Ph.D. students; in some years they were the authors of over half of total texts (in 2004 – 53.6%, in 2006 – 50%, in 2007 – 66.7%). This can be explained by their need to publish in academic periodicals. Secondly – it shows an even greater level of activity of authors from other than UW schools, especially the not-independent employees, making up, in some years, over 40% of total contributors (in 2001 – 48.4%, in 2003 – 41.7%, in 2005 – 43.8%, in 2008 – 55.2%).



It can be said that the majority of articles were written by people outside UW which shows that they consider the quarterly a prestigious platform for academic output. The situation is similar with regard to doctoral students, including those from WDiNP UW. It should also be mentioned that the majority of articles were written by employees and doctoral students from UAM, UMCS, UJ, UŚ, and Wrocław University. All in all, there were texts submitted by employees and Ph. D. students from all major academic centres in Poland. This proves that the editorial team’s goal for the quarterly, mentioned earlier in the article, was met.

In analysis of themes discussed in the published articles, three main categories were distinguished: 1) media in Poland, 2) media in other countries, 3) media in general. As far as the first two groups, it predominantly regards the structure and organization of media systems on the whole as well as the reality of functioning of different media institutions in Poland and in other countries. In case of the third category – issues regarding, for example, the social consequences of media activity and other media related issues (PR, media marketing, public opinion surveys, the Internet, etc.).



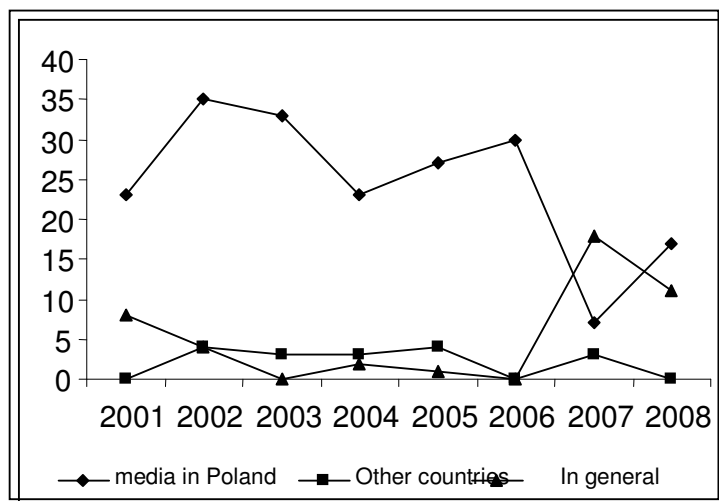
It turns out that nearly 3/4 of all articles (206) were written about the media situation in Poland (74.7%) while 18% – on media related issues (50) and only 7.6% – on media in other countries (21). The majority of these were written about European countries (i.e. France, Great Britain, Germany, Russia, Lithuania, Latvia, Estonia, The Netherlands, Spain, Belarus) with some exceptions (i.e. about Canada, Japan, the US and China).

The table below shows that the tendency to publish articles on media systems in Poland is constant and stable since 2001. It is apparent in the different years i.e. in 2001 – 74.2%, in 2002 – 81.4%, in 2003 – 91.7%, in 2005 – 84.4%, in 2006 – 100%).

Year	Total		Media in Poland		Media in other countries		Media in general	
	N	%	N	%	N	%	N	%
2000	7	100	3	42.9	-	-	4	57.1
2001	31	100	23	74.2	-	-	8	25.8
2002	43	100	35	81.4	4	9.3	4	9.3
2003	36	100	33	91.7	3	8.3	-	-
2004	28	100	23	82.2	3	10.7	2	7.1
2005	32	100	27	84.4	4	12.5	1	3.1
2006	30	100	30	100	-	-	-	-
2007	28	100	7	25.0	3	10.7	18	64.3
2008	28	100	17	60.7	-	-	11	39.3
2009	14	100	8	57.1	4	28.6	2	14.3

As far as the category “media in general”, there is greater fluctuation, i.e. in 2003 – 9.3% while in 2007 – 64.3% or in 2008 – 39.3%. In case of texts in the “media in other countries”, the situation is rather stable (in 2002 – 9.3%, in 2005 – 12,5%, in 2007 – 10.7%).

This situation is further illustrated by the following line graph:



It is difficult to determine and explain the reasons for such thematic differentiation in the published articles. One thing for sure, it is not a result of the editorial office's conscious policy but rather a result of text authors' interests.

The results of analysis of texts, in terms of which time period they regarded, show that a large majority of them (258, 93.1%) discussed the present media and media systems situation (in case of Poland – after 1990). Only isolated articles (13, 4.7%) were about media in the past (in Poland – before 1990) and on the history of media before 1945 (6, 2.2%).

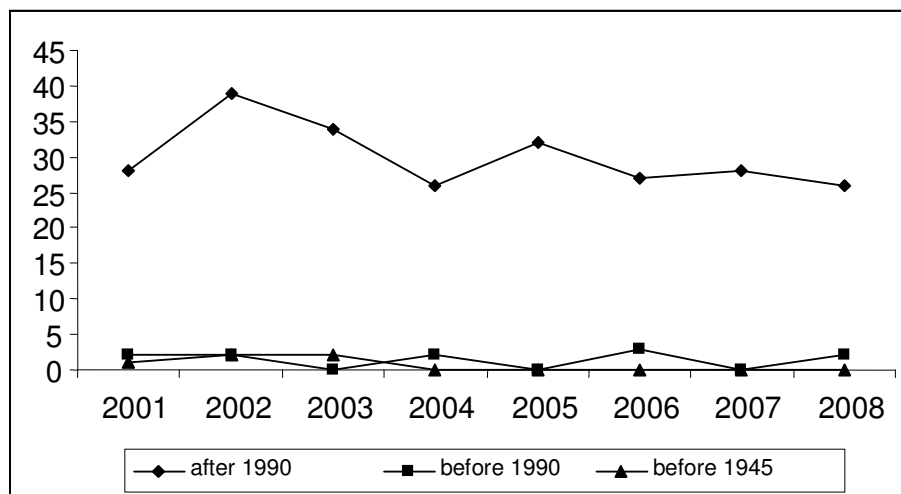
The situation throughout the years is illustrated in the table below:

Year	Total		Media after 1990		Media before 1990		Media before 1945	
	N	%	N	%	N	%	N	%
2000	7	100	6	85.7	-	-	1	14.3
2001	31	100	28	90.2	2	6.5	1	3.3
2002	43	100	39	90.8	2	4.6	2	4.6
2003	36	100	34	94.4	-	-	2	5.6
2004	28	100	26	92.9	2	7.1	-	-
2005	32	100	32	100	-	-	-	-
2006	30	100	27	90.0	3	10.0	-	-
2007	28	100	28	100	-	-	-	-
2008	28	100	26	92.9	2	7.1	-	-
2009	14	100	12	85.7	2	14.3	-	-

The above data shows that since 2004 there was not one single text written on the history of media before 1945 and before then they appeared sporadically, i.e. in 2001 there was only one, in 2002 – two and in 2003 – also two. It also shows that there was relatively little interest in the functioning of media during communist times (not a single text on the topic in 2003, 2005 and 2007).

It is difficult to assess this situation. On the one hand, it is good that authors focus so much on present day media issues and the social consequences of the transformation of Polish media system (and media systems in other countries). Thanks to their texts, we know more about present day media reality. On the other hand, it is strange that there is so little interest in communist day media. It is a known fact that from those days and that reality stem a lot of present day media difficulties and problems with which modern publishers and broadcasters have to deal in free market economy. It is probable that doctoral students, also due to their age, do not wish to go back to those issues since from their perspective it is already history.

The situation discussed above and the tendencies between 2001–2008 are illustrated by the line graph below:



It is difficult to say whether in the future these tendencies will change (whether there will be more articles on media before 1990).

In analysis of the themes of articles published in the quarterly, distinguished were seven categories: 1) printed press (dailies and magazines), 2) radio (public and commercial), 3) television (public and commercial), 4) press agencies, 5) journalism profession issues, 6)

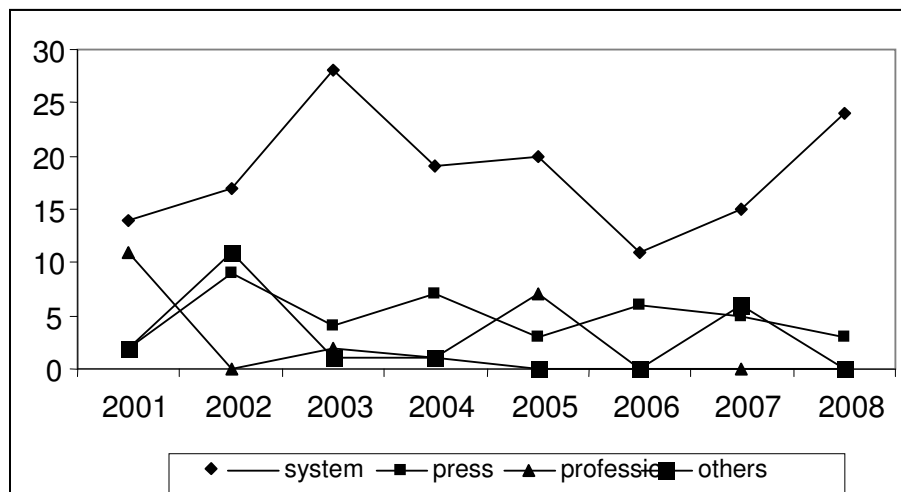
media system issues, 7) others (included Internet related issues). It should be noted that these categories are very general which means that in consequences the results of the analysis do not provide a detailed but rather a broad picture of the themes discussed.

The results of statistical analysis are included in the table below:

Year	Total		Press		Radio		Television		Agencies		Profession		System		Others	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
2000	7	100	2	28.6	-	-	-	-	-	-	1	14.3	3	42.8	1	14.3
2001	31	100	2	3.2	-	-	1	3.2	1	3.2	11	35.6	14	45.2	2	6.4
2002	43	100	9	20.9	-	-	6	13.9	-	-	-	-	17	39.6	11	25.6
2003	36	100	4	11.1	1	2.8	-	-	-	-	2	5.6	28	77.7	1	2.8
2004	28	100	7	25.0	-	-	-	-	-	-	1	3.6	19	67.8	1	3.6
2005	32	100	3	9.3	-	-	2	6.2	-	-	7	21.9	20	62.6	-	-
2006	30	100	6	20.0	12	40.0	-	-	1	3.3	-	-	11	36.7	-	-
2007	28	100	5	17.8	1	3.6	-	-	1	3.6	-	-	15	53.6	6	21.4
2008	28	100	3	10.8	-	-	-	-	1	3.6	-	-	24	85.6	-	-
2009	14	100	5	35.7	-	-	-	-	-	-	1	7.1	8	57.2	-	-

As was expected, a large majority of articles published by the quarterly (159) related to media systems (57.4%). The other topics rate as follows: 46 texts on the press (16.6%), 23 – on the journalist profession (8.3%), 22 – in the others category, mainly on the Internet and new media (7.9%), 14 – on radio (5.1%), 9 – on television (3.3%) and 4 – on press (1.4%). A more in-depth analysis of the above data allows us to state that authors were generally interested in two topics: the media system as a whole and the printed press. Interest in other subjects was rather irregular and occasional.

It should also be noted that interest in the media system and press, measured in percentages per year, fluctuates. Articles on media systems in 2002 made up 39.6% of total, while in 2003 – 77.7%. There are similar differences between 2006–2008 (36.7%, 53.6% and 85.6% correspondingly). As far as articles on the press, in 2001 – 3.2%, in 2002 – 20.9%, in 2005 – 9.3% and in 2006 – 20%. This diversification (including four most popular categories) is illustrated by the line graph:



Finally, it should be noted that the data in the table and the graph relates to articles in which the predominant subject was one of the categories. What is more, in articles categorized in one of the two most popular groups (media system and press) the authors very often discussed also other issues such as electronic media activity, the journalist profession, etc.

### Reports and information

In the section “Reports and information” published were 72 texts in total, written by 78 people. They are predominantly doctoral students – 36 people or 46.2% of total and not-independent academics – 32 (41%). The other authors are either independent employees – 7 (9%), or in the difficult to determine category – 3 (3.8%).

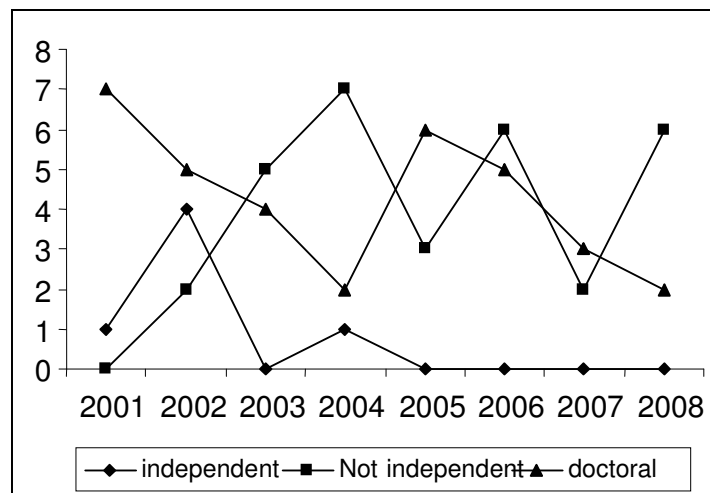
Detailed data is included in the table below:

Year	Total		Independent		Not independent		Doctoral students		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%
2000	1	100	-	-	1	100	-	-	-	-
2001	8	100	1	12.5	-	-	7	87.5	-	-
2002	11	100	4	36.4	2	18.2	5	45.4	-	-
2003	10	100	-	-	5	50.0	4	40.0	1	10.0
2004	11	100	1	9.1	7	63.6	2	18.2	1	9.1
2005	10	100	-	-	3	30.0	6	60.0	1	10.0

2006	11	100	-	-	6	54.5	5	45.5	-	-
2007	5	100	-	-	2	40.0	3	60.0	-	-
2008	8	100	-	-	6	75.0	2	25.0	-	-
2009	3	100	1	33.3	-	-	2	66.7	-	-

It shows that activity of not independent employees and Ph.D. students fluctuates greatly throughout the years. In 2004, not independent writers were the authors of the majority of the texts (63.6%) while doctoral students – of 18.2%. The following year, the situation was just the opposite (Ph.D. students – 60%, not independent – 40%).

The situation between 2001–2008 is illustrated by the line graph (except the “difficult to determine” category).



Only in a few cases the authors of academic reports were independent employees. What is more, in 2003 and between 2005–2008 they did not contribute at all.

Results of analysis of report authors, by place of employment, show that only 20.5% of texts were prepared by the Journalism Institute and the WDiNP UW. Clearly, a lot more active in this area were employees of other universities (32.1%) and other authors, predominantly doctoral students (44.8%).

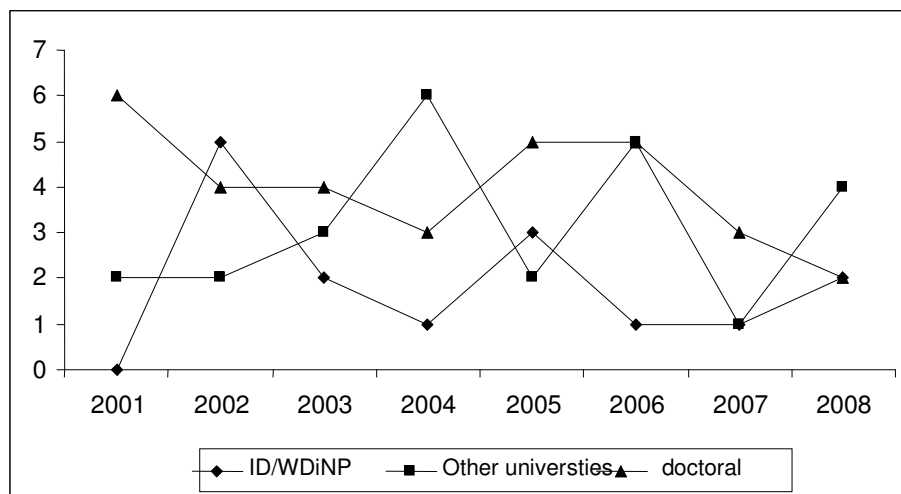
Detailed data, year by year, is included below:

Year	Total	ID/WDiNP	Other universities	Doctoral students	Difficult to determine
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	N	%	N	%	N	%	N	%	N	%
2000	1	100	-	-	-	-	1	100	-	-
2001	8	100	-	-	2	25.0	6	75.0	-	-
2002	11	100	5	45.4	2	18.2	4	36.4	-	-
2003	10	100	2	20.0	3	30.0	4	40.0	1	10.0
2004	11	100	1	9.1	6	54.5	3	27.3	1	9.1
2005	10	100	3	30.0	2	20.0	5	50.0	-	-
2006	11	100	1	9.0	5	45.5	5	45.5	-	-
2007	5	100	1	20.0	1	20.0	3	60.0	-	-
2008	8	100	2	25.0	4	50.0	2	25.0	-	-
2009	3	100	1	33.3	-	-	2	66.7	-	-

It shows that doctoral students were the most systematic authors, being the writers of nearly a half of total texts published. In some years, they wrote over a half of all reports (i.e. in 2001 – 75%, in 2006 – 60%). Also, just as consistent were employees of other universities and employees of UW’s Journalism Institute, with the first group contributing more texts.

The dynamics of change are illustrated by the line graph:



Even though the authors of between 70–80% of reports published every year are academic employees outside UW’s Journalism Institute and doctoral students, it should be noted that among those Ph.D. students there are also UW JI doctoral students. Therefore, the

relatively low (20.5%) activity level of the Institute's employees is in reality somewhat higher.

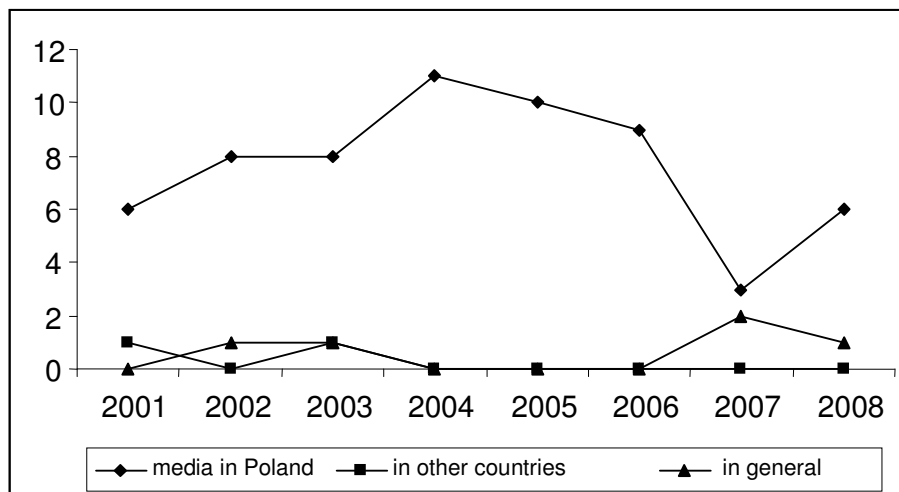
The results of reports published, by report subject, show that the majority of them are about the functioning of modern media in general; in Poland, in other countries and in general. Among the 72 reports published, 65 (90.3%) are from conferences and seminars on media in Poland, only 2 (2.8%) – on media in other countries and 5 (6.9%) – on media in general.

More detailed data, year by year, is included in the table below. It shows that interest in media in Poland is constant while interest in media in other countries and in media in general is rather sporadic. Again, it is difficult to explain this situation rationally. Perhaps it is due to a relatively low number of conferences on media in other countries or in general (that is questionable). It is more likely the result of authors' interests and the choices they made.

Year	Total		Media in Poland		Media in other countries		Media in general	
	N	%	N	%	N	%	N	%
2000	1	100	1	100	-	-	-	-
2001	7	100	6	85.7	1	14.3	-	-
2002	9	100	8	88.9	-	-	1	11.1
2003	10	100	8	80.0	1	10.0	1	10.0
2004	11	100	11	100	-	-	-	-
2005	10	100	10	100	-	-	-	-
2006	9	100	9	100	-	-	-	-
2007	5	100	3	60.0	-	-	2	40.0
2008	7	100	6	85.7	-	-	1	14.3
2009	3	100	3	100	-	-	-	-

Disquieting, however, is the decreasing tendency, especially since 2005, of reports from conferences on Polish media systems. It is illustrated in the line graph below:



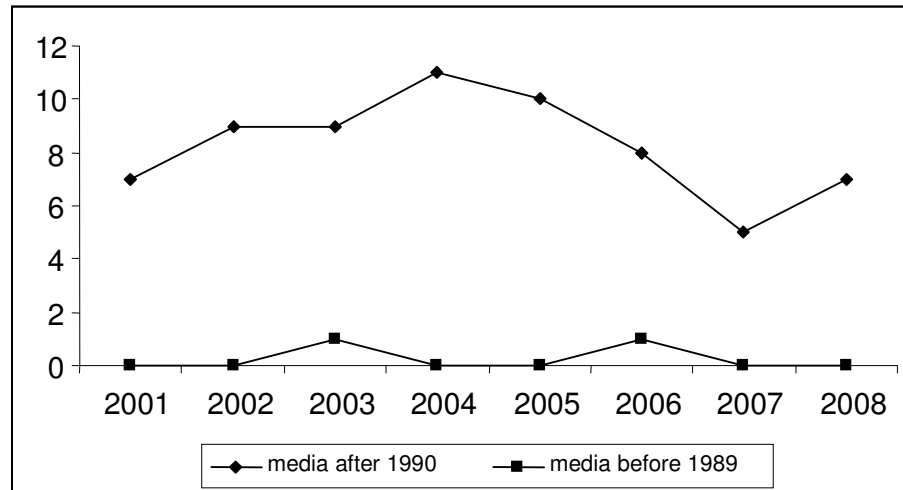


It is not surprising, on the other hand, that among the published reports 70 of them or 87.2% are about media after 1990 and on the social consequences of their functioning. This is natural as the great majority of conferences and seminars organized are about modern media and their situation. The same tendency is visible as far as regular book and general media studies press publications (i.e. “Zeszyty Prasoznawcze”) over the last several years. More detailed results of the analysis, by time period, are in the table below:

Year	Total		Media after 1990		Media before 1989	
	N	%	N	%	N	%
2000	1	100	1	100	-	-
2001	7	100	7	100	-	-
2002	9	100	9	100	-	-
2003	10	100	9	90.0	1	10.0
2004	11	100	11	100	-	-
2005	10	100	10	100	-	-
2006	9	100	8	88.9	1	11.1
2007	5	100	5	100	-	-
2008	7	100	7	100	-	-
2009	3	100	3	100	-	-

It should be added that although reports classified in the “media after 1990” group from academic conferences on the general processes of media transformation (in Poland and/or in other countries) often also discuss the history of media.

The line graph below shows the disturbing tendency, since 2005, of declining number of reports in the “media after 1990” category. It cannot be explained by a decreasing number of conferences but rather by contributors’ diminishing interest in writing field reports.



The above situation enables us to draw some conclusions. Firstly, there are very few reports on the history of media (two cases so far, in 2003 and 2006). Secondly, even though the reports were classified in the “media after 1990” group, they discussed, in the background, issues from the history of communist media. Thirdly, surprising is the fact that there were practically no reports from conferences on “media before 1990” even though there are many phenomena and processes from that time that are in effect in modern times and today’s situation is often influenced by communist period reality.

In terms of thematic analysis of published reports, the same criteria were applied as with regard to the articles section. It is really an analysis of media conference topics and themes which the texts report on.

Not surprising, a majority of them (57) related to the media system as a whole (79.3%); what is more these reports dominate several years of the quarterly’s issues, i.e. in 2002 – 55.6%, in 2003 – 80%, in 2005 – 90%, in 2006 – 88.9%, in 2008 and 2009 – 100%.

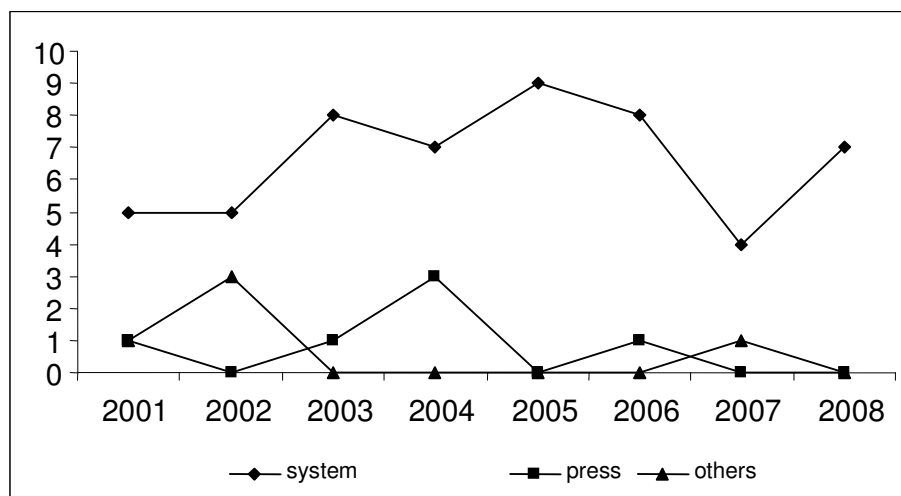
Full statistical data, year by year, is included in the table:

Year	Total		Press		Radio and TV		Journalist profession		System		Others	
	N	%	N	%	N	%	N	%	N	%	N	%
2000	1	100	-	-	-	-	-	-	1	100	-	-

2001	7	100	1	14.3	-	-	-	-	5	71.4	1	14.3
2002	9	100	-	-	-	-	1	11.1	5	55.6	3	33.3
2003	10	100	1	10.0	1	10.0	-	-	8	80.0	-	-
2004	11	100	3	27.3	-	-	1	9.1	7	63.6	-	-
2005	10	100	-	-	1	10.0	-	-	9	90.0	-	-
2006	9	100	1	11.1	-	-	-	-	8	88.9	-	-
2007	5	100	-	-	-	-	-	-	4	80.0	1	20.0
2008	7	100	-	-	-	-	-	-	7	100	-	-
2009	3	100	-	-	-	-	-	-	3	100	-	-

It shows that interest in other subjects, measured in number of reports, is minor and occasional.

The tendencies are illustrated in the line graph which included three of the most popular report subjects – 1) media system, 2) press, 3) others (mostly the Internet):



Unfortunately, in case of all groups, there is a decreasing tendency. This cannot be explained by a lower number of conferences available but rather, as mentioned above, by the contributors' diminishing interest in writing reports.

### Reviews

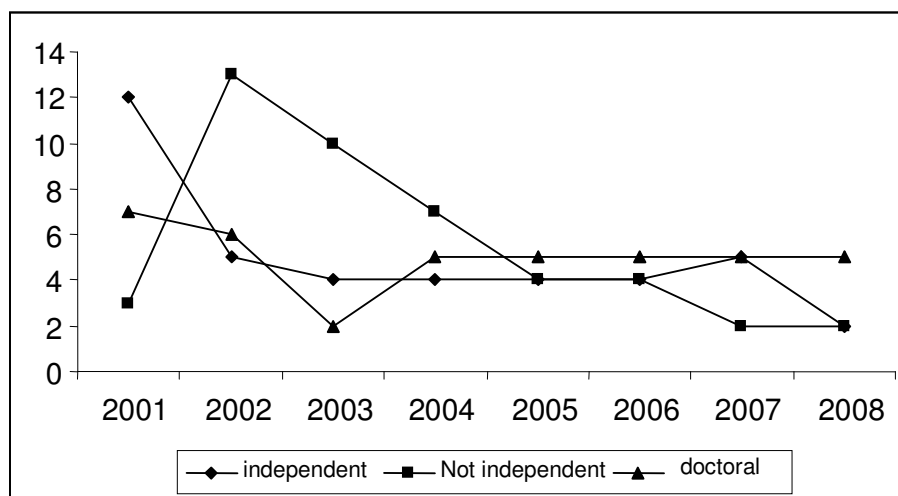
The authors of 136 reviews published in the quarterly are: not independent academics (46 or 33.8%), independent researchers (44, 32.4%) and doctoral students (43, 31.6%). Regarding the rest (3, 2.2%), their academic status was not possible to determine.

The situation, year by year, is illustrated in the table below:

Year	Total		Independent		Not independent		Doctoral students		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%
2000	4	100	2	50.0	-	-	2	50.0	-	-
2001	22	100	12	54.5	3	13.6	7	31.9	-	-
2002	26	100	5	19.2	13	50.0	6	23.1	2	7.7
2003	16	100	4	25.0	10	62.5	2	12.5	-	-
2004	16	100	4	25.0	7	43.7	5	31.3	-	-
2005	13	100	4	30.8	4	30.8	5	38.4	-	-
2006	13	100	4	30.8	4	30.8	5	38.4	-	-
2007	12	100	5	41.7	2	16.6	5	41.7	-	-
2008	10	100	2	20.0	2	20.0	5	50.0	1	10.0
2009	4	100	2	50.0	1	25.0	1	25.0	-	-

Results of statistical analysis illustrate that doctoral students turned out to be the most constant group of contributors, especially between 2004–2008, as well as independent researchers. While in the doctoral group there are many different names, the independent group is dominated by two or three people who contributed over and over again. The “not independent” group is characterized by the greatest fluctuation.

The above mentioned tendencies are shown in the line graph:



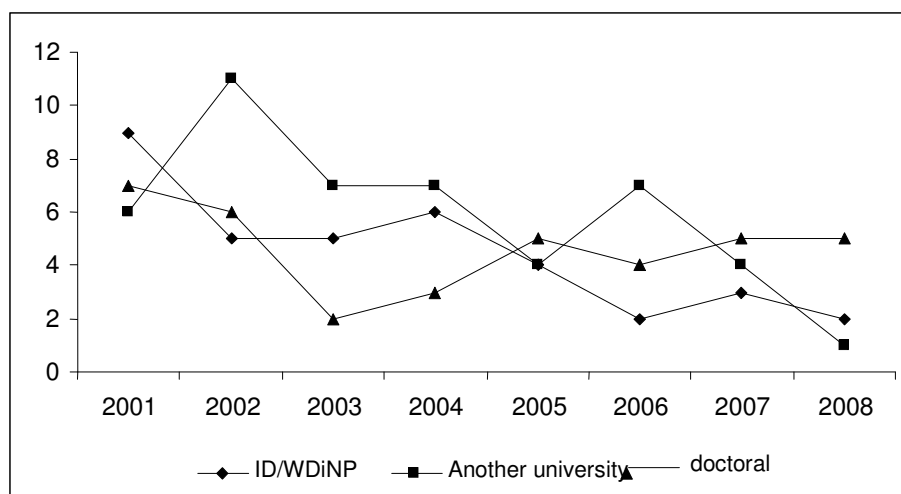
One third of all reviews (41) were written by employees of UW's Journalism and WDiNP Institutes (30.2%). This is a relatively small group of people as the names of authors frequently repeated themselves. Slightly more active were employees of other universities (48, 35.2%). Doctoral students were in third place (40, 29.5%), including UW's WDiNP Institute students.

The situation is illustrated in the table below:

Year	Total		ID/WDiNP		Another university		Doctoral students		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%
2000	4	100	1	25.0	1	25.0	2	50.0	-	-
2001	22	100	9	40.9	6	27.3	7	31.8	-	-
2002	26	100	5	19.2	11	42.3	6	23.1	4	15.4
2003	16	100	5	31.3	7	43.7	2	12.5	2	12.5
2004	16	100	6	37.5	7	43.7	3	18.8	-	-
2005	13	100	4	30.8	4	30.8	5	38.4	-	-
2006	13	100	2	15.4	7	53.8	4	30.8	-	-
2007	12	100	3	25.0	4	33.3	5	41.7	-	-
2008	10	100	3	30.0	1	10.0	5	50.0	1	10.0
2009	4	100	3	75.0	-	-	1	25.0	-	-

The data, since 2002, shows the following tendency: there is a decreasing number of reviews written by Journalism Institute employees and an increasing number of texts supplied by people from other academic centres and doctoral students. Unfortunately, the number of overall reviews, year by year, is also decreasing.

This is illustrated by the graph below:



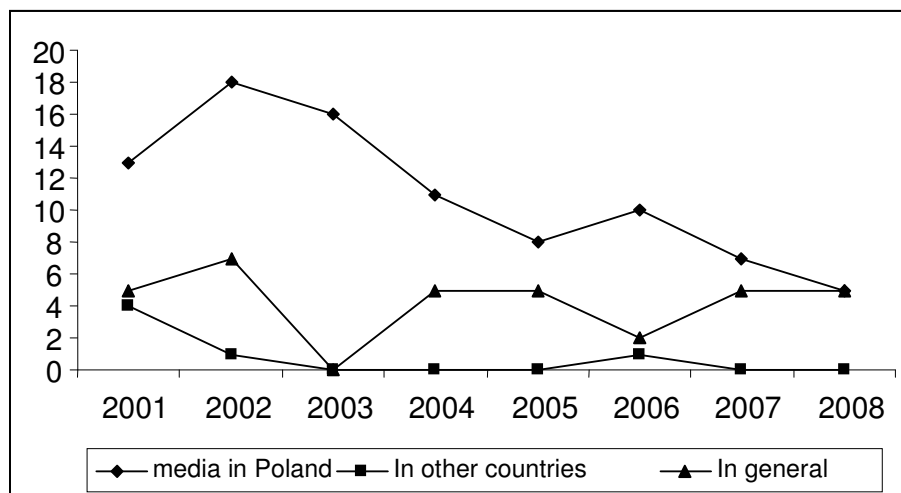
As expected, a large majority of reviews (93) were on publications about the media situation in Poland (68.4%). Roughly one in four (36) were on media in general (26.5%) and only several (7) on media in other countries (5.1%).

A more detailed analysis, year by year, is illustrated below:

Year	Total		Media in Poland		Media in other countries		Media in general	
	N	%	N	%	N	%	N	%
2000	4	100	2	50.0	1	25.0	1	25.0
2001	22	100	13	59.1	4	18.2	5	22.7
2002	26	100	18	69.3	1	3.8	7	26.9
2003	16	100	16	100	-	-	-	-
2004	16	100	11	68.8	-	-	5	31.2
2005	13	100	8	61.5	-	-	5	38.5
2006	13	100	10	76.9	1	7.7	2	15.4
2007	12	100	7	58.3	-	-	5	41.7
2008	10	100	5	50.0	-	-	5	50.0
2009	4	100	3	75.0	-	-	1	25.0

Once again, this classification is largely symbolic since there are very few books (hence reviews) which solely deal with one specific subject without taking into consideration the overall situation or comparisons to other countries.

The tendencies in this case are as appears on the graph:



In analysis of the reviews according to the time period they deal with, dominant are reviews of books on the present media situation (113) or after 1990 (83.1%). A lot more rare were reviews of publications on media in communist time (12, 8.8%) and on the history of media (9, 6.6%). There were also two reviews (1.5%) classified in the “difficult to determine” category.

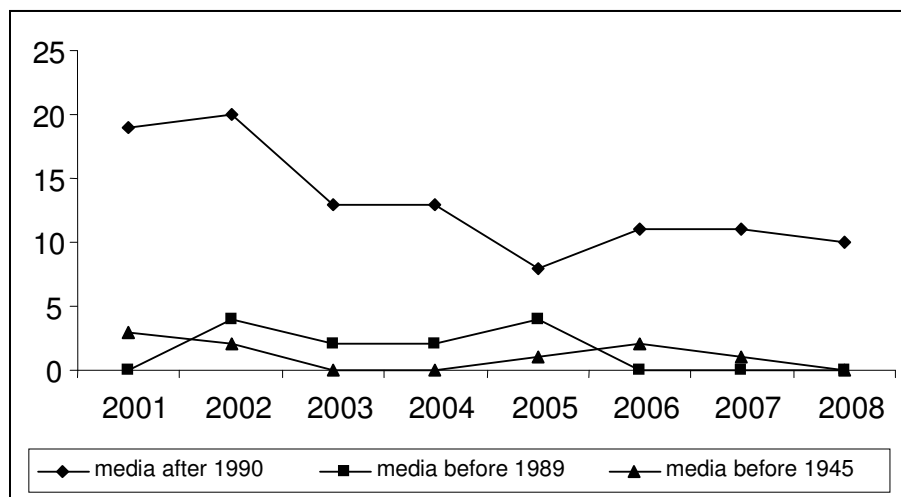
A more detailed analysis is presented below:

Year	Total		Media after 1990		Media before 1989		Media before 1945		Difficult to determine	
	N	%	N	%	N	%	N	%	N	%
2000	4	100	4	100	-	-	-	-	-	-
2001	22	100	19	86.4	-	-	3	13.6	-	-
2002	26	100	20	76.9	4	15.4	2	7.7	-	-
2003	16	100	13	81.3	2	12.5	-	-	1	6.2
2004	16	100	13	81.3	2	12.5	-	-	1	6.2
2005	13	100	8	61.5	4	30.8	1	7.7	-	-
2006	13	100	11	84.6	-	-	2	15.4	-	-
2007	12	100	11	91.7	-	-	1	8.3	-	-
2008	10	100	10	100	-	-	-	-	-	-
2009	4	100	4	100	-	-	-	-	-	-

As we can see, there are roughly the same proportions year by year in the quarterly's publication. The situation is difficult to explicitly explain. Is it a result of relatively low interest in books on the history of media or a result of a small number of books written on the subject?

Unfortunately, there is also a decreasing number of reviews on books written about media after 1990, from 19 reviews in 2001 to 10 in 2008.

This situation is visible in the line graph below:



Results of thematic analysis of published reviews, carried out using the same criteria as for articles and reports, confirms earlier presented conclusions. It turns out that 69.1% of total are reviews of books written about the media system as a whole. Comparatively, there is a lot less interest in other topics. This is illustrated in the data presented below:

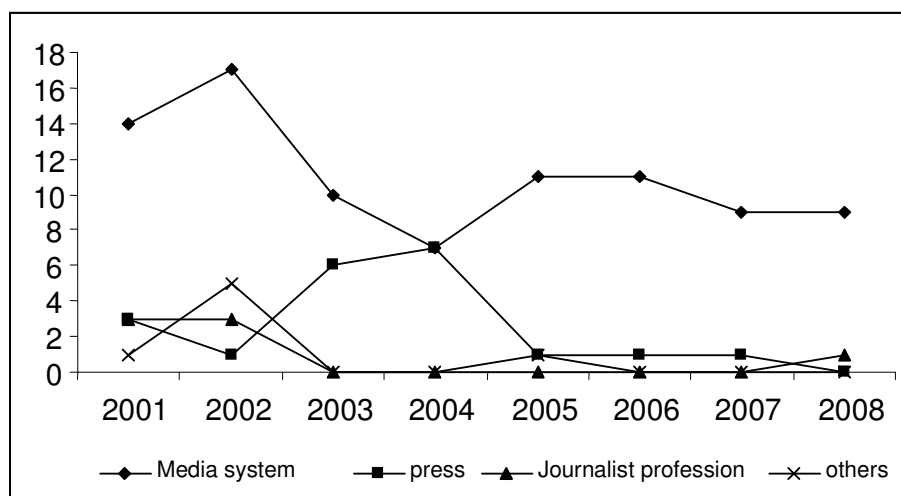
Year	Total		Press		Radio and TV		Press agencies		Journalist profession		Media system		Others	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
2000	4	100	-	-	-	-	-	-	-	-	4	100	-	-
2001	22	100	3	13.5	1	4.6	-	-	3	13.5	14	63.8	1	4.6
2002	26	100	1	3.8	-	-	-	-	3	11.5	17	65.5	5	19.2
2003	16	100	6	37.5	-	-	-	-	-	-	10	62.5	-	-
2004	16	100	7	43.8	2	12.4	-	-	-	-	7	43.8	-	-
2005	13	100	1	7.7	-	-	-	-	-	-	11	84.6	1	7.7



2006	13	100	1	7.7	-	-	1	7,7	-	-	11	84.6	-	-
2007	12	100	1	8.3	2	16.6	-	-	-	-	9	75.1	-	-
2008	10	100	-	-	-	-	-	-	1	10.0	9	90.0	-	-
2009	4	100	1	25.0	1	25.0	-	-	-	-	2	50.0	-	-

The table shows that only 15.5% are reviews of publications on the press (21), 5.2% – on the journalist profession (7) as well as the Internet and new media (7), 4.3% – on radio and television (6), and 0.7% – on press agencies (1).

Interest in topics mentioned above and the existing tendencies are further illustrated in the line graph:



It is evident that reviewers are mostly interested in publications on the media system, based on the number of reviews contributed (the least, 7, in 2004) as well as on the percentages per year, especially since 2005 (2005–2006 – 84.6%, in 2007 – 75.1%, in 2008 – 90%). There is also some interest in books on the printed press. As far as other topics, there is little and occasional interest.

\* \* \*

The quarterly's content analysis results enable us to make some general reflections as far as the future of the periodical is concerned.

Firstly, what should the structure of the quarterly be? Should it remain the same as is from the beginning or should it be slightly modified? If so, then how? Should new sections be introduced? Or should it be changed altogether?

It appears that the original structure could be continued, also because it is typical to most media studies quarterlies (“Zeszyty Prasoznawcze” has a similar one). At the same time, a slight modification seems to be in order. New sections, depending on their theme, could be introduced. It could be regular sections or, what is more probable, temporary ones (even if they included only one article). This is the policy of “Zeszyty Prasoznawcze”, with sections such as “Media around the World” and “Media History”. In case of “SM”, new sections could be for example, “Advertising and PR”, “Journalist Profession” or “Media Sociology”, etc. The fact is that the present “Articles” section is very broad and it encompasses texts of great variety. With regard to an academic periodical, this is not advantageous. For example, in nr 2/2009, this section included texts on: Radio Maryja political subculture, the Czestochowa journalist circles, US presidential campaign TV debates from 2008, modern daily press in France, “Aneks” the post-March émigré periodical and Israeli “Kurier”.

Secondly, the quarterly’s profile or its change should be seriously considered. The present, rather universal one, means that in practice it may include texts only loosely linked to media studies. Meanwhile, the quarterly’s name is unambiguous and it obliges the editors to publish texts within this academic discipline. Currently, “SM” is a kind of sack into which various texts can be thrown, only seemingly tied to media. Their authors are at times representatives of other than media studies academic disciplines, including doctoral students for whom media and media reality are an attractive sphere for observation and analysis but whose conclusions may not be of media character and do not broaden our knowledge in this sphere. Personally, the quarterly’s universal format and character do not aid but rather hinder the process of recognition of this discipline as an independent academic field of study.

Thirdly, within the context of the above remarks, it should also be considered whether it is advisable to publish monothematic issues. It seems that they further contribute to the quarterly’s “loose” structure and, in result, lower its value in recipients’ opinion. It should also be noted that other media studies periodicals do not publish monothematic numbers. It could be postulated that special issues be monothematic as they are of somewhat different status than the regular ones.