

Mentors of the 8th Edition of the FMMiK PTKS Mentoring Program

1. Barbara Brodzińska-Mirowska, PhD, DSc, Prof. UMK

Affiliation: Nicolaus Copernicus University in Toruń

Biography:

Barbara Brodzińska-Mirowska, PhD, DSc, Prof. UMK in Toruń – researcher of politics, media, and communication, academic lecturer. Her academic and analytical focus is on social and political communication, political reputation, the role of new technologies in high-quality political communication, and internal political communication. She publishes nationally and internationally. She has research experience in multi-methodological projects. She is the author and co-author of books published in Poland and abroad.

Proposed thematic areas:

- Political communication (electoral, permanent)
- Political marketing
- Political public relations
- Political online communication
- Support in research projects of a qualitative and multi-methodological nature

Preferred number of mentees: To be determined (e.g., 1–2 people)

Language of cooperation: Polish / English

Preferred form of meetings: Online

Frequency: Once a month, 1-hour consultation meeting

2. Olga Dąbrowska-Cendrowska, PhD, DSc, Prof. UJK

Affiliation: Jan Kochanowski University in Kielce

Biography:

I am a media expert associated with the Jan Kochanowski University in Kielce, with the Institute of Media, Journalism and Social Communication. I hold a DSc (habilitation) in social sciences in the discipline of social communication and media studies. I value working with young people because they bring a fresh perspective, enthusiasm, and inspiration that motivates me for continuous development. According to research conducted within social communication and media studies, intergenerational

interactions foster not only creativity and engagement but also deepen the understanding of dynamically changing forms of communication and the role of media in contemporary society.

My scientific interests include issues related to media addressed to women, media-based advice/counselling in media, and media narratives about women. I analyze the ways in which media construct and reproduce images of femininity, both in the context of popular culture and lifestyle content. I pay particular attention to how media participate in creating social norms, behavioral patterns, and gender identity. Media-based advice/counselling—present in television programs, women's magazines, online services, and social media—is an important subject of my research, as it plays a significant role in shaping everyday practices, lifestyles, and expectations regarding women's social roles. I am also interested in the narrative strategies used in the media to present women in various roles: professional, familial, public, and private. The analysis of these messages allows for understanding the mechanisms of stereotype perpetuation, as well as spaces for negotiation and resistance to dominant discourses. I also research the presence of foreign capital in Polish media, with particular emphasis on the functioning of media concerns within the Polish media system.

Proposed thematic areas:

- Media addressed to women
- Media-based advice/counselling in media
- Media narratives about women
- Images of femininity in media
- Popular culture and lifestyle content
- Media and gender identity
- Narrative strategies in presenting women
- Foreign capital in Polish media
- Functioning of media concerns in the Polish media system

Preferred number of mentees: 1

Language of cooperation: Polish/English

Preferred form of meetings: Online meetings (Teams), e-mail, in-person meetings if possible

Frequency: I prefer systematic contact tailored to the participant's needs, minimum once a month

3. Krzysztof Gajdka, PhD, DSc, Prof. UPJPII

Affiliation: Pontifical University of John Paul II in Krakow

Biography:

Prof. Krzysztof Gajdka, PhD, DSc – literary scholar and media expert, researcher of the history of the press (with a particular fondness for the 19th century) and historical advertising, editor, specialist in the field of social communication (long-time practitioner, author of numerous publications, including an academic textbook on press spokespersonship); scholarship holder of the Minister of Culture and National Heritage, respected cultural animator (including winner of the Silesian Voivodeship Marshal's Award in Culture, winner of the Wawrzyniec Hajda Award), promoter of several doctoral dissertations, e.g., on the history of advertising and the history of the press; musician, motorcyclist, and powerboater.

Proposed thematic areas:

- History of press advertising
- Historical advertising
- Commercial announcements in periodical press
- Polish-language economic press until 1939
- Music press
- Silesian press

Preferred number of mentees: 2

Language of cooperation: Polish, Czech, Slovak

Preferred form of meetings: Online

Frequency: At least once a month (and more often online)

4. Rafał Klepka, PhD, DSc, Prof. UJ

Affiliation: Jagiellonian University in Krakow

Biography:

Political scientist and media expert, Doctor of Social Sciences with Habilitation in Political Science, Professor at the Institute of Journalism, Media and Social Communication at the Jagiellonian University in Krakow. His research interests focus on broadly understood social communication, with a particular emphasis on political communication. He researches political bias in the media, media coverage of selected political phenomena, mainly elections, as well as media policy, with particular emphasis on public media. Author, co-author, and editor of several scientific monographs and over 80 articles and chapters in collective works, most of which are available online at <https://www.researchgate.net/profile/Rafal-Klepka-2>. Head and executor of national and international scientific projects.

Proposed thematic areas:

1. Political communication (media coverage of politics, media political discourses, media bias, media systems, media policy)
2. Social, economic, cultural impact of media (research on senders, content, and recipients of old and new media messages)
3. New phenomena, concepts, theories, topics, formats, channels, affordances of media, and methods of their research
4. Other proposals for topics and areas from Program participants – open for discussion

Preferred number of mentees: No limit

Language of cooperation: Polish or English (mentee's choice)

Preferred form of meetings: In-person in Krakow or remote (mentee's choice)

Frequency: At least once a month

5. Rev. Rafał Leśniczak, PhD, DSc, Prof. UKSW

Affiliation: Cardinal Stefan Wyszyński University in Warsaw

Biography:

Doctor of Humanities in the field of Cognitive Sciences and Social Communication (2012); Doctor Habilitated of Social Sciences in the discipline of Social Communication and Media Studies (2020). Employed as a university professor in the Institute of Media Education and Journalism at UKSW. Author of over 100 scientific publications. Head of the Department of Social Communication, Public Relations and New Media.

Proposed thematic areas:

- **Mediatization of politics**
- **Mediatization of religion**
- **Public relations**
- **Political communication**

Preferred number of mentees: 1 or 2 people

Language of cooperation: Polish

Preferred form of meetings: E-mail / remote meetings (Zoom/Google Meet); meetings on the UKSW campus (ul. Dewajtis 5, 01-815 Warszawa)

Frequency: Once every 2–3 weeks

6. Anna Lusińska, PhD, DSc, Prof. UWSB Merito

Affiliation: WSB Merito University in Gdańsk

Biography:

Anna Lusińska, PhD, DSc, Prof. UWSB Merito in Gdańsk at the Faculty of Computer Science and New Technologies (specialization: Multimedia and Computer Graphics); Doctor Habilitated in the discipline of media and social communication studies, Doctor of Humanities in applied linguistics – specialization in advertising, manager of education management, certified consultant for social economy "EC-ASE – European Certification for Advisors/Educators of Social Economy", certified court mediator on behalf of the European Academy of Negotiation and Mediation.

Between 2003–2022, she gained scientific and didactic experience at the University of Gdańsk, and between 2005–2011 at the Academy of Humanities and Economics in Łódź. Since 2021, she has been associated with WSB Merito University in Gdańsk as a research and didactic employee of the WSB-DSW Merito Scientific Federation. She worked in scientific teams in national and international research and didactic programs. She is the author of numerous international scientific articles and monographs and a speaker at conferences.

In her research work, she focuses on social campaigns as a tool of social marketing, used in broadly understood social communication and education, as well as new media. At UWSB, she teaches courses in Multimedia and Computer Graphics, Management, and Business Psychology, including social communication, social advertising, social engineering in media, and implementation project management. Currently, she is the supervisor of three doctoral students.

Proposed thematic areas:

- New media – their role in social communication
- New media and relationships
- Communication on social media platforms
- New media and their tools for social communication
- Streaming platforms as neo-media institutions
- Social campaigns
- Social advertising
- Social communication in RES (Renewable Energy Sources) areas

Preferred number of mentees: 3 people

Language of cooperation: Polish

Preferred form of meetings: Online meetings via MS Teams

Frequency: Minimum twice a month

7. Magdalena Mateja, PhD, DSc, Prof. UMK

Affiliation: Nicolaus Copernicus University in Toruń

Biography:

PhD, DSc (habilitation) in social sciences in the discipline of "political science". 100% of her scientific output falls within the discipline of "social communication and media studies". The research topics undertaken belong to several trends: political communication (in particular, media discourse on the war in Ukraine); visual communication; persuasive communication; journalism studies; popular culture.

She has worked in higher education since 2006, at UMK since 2008. Over 16 years of employment at the university in Toruń, she has supervised 103 Bachelor's and Master's theses, and reviewed 152 diploma theses and one doctoral dissertation. She was a member of several committees in habilitation and doctoral proceedings.

As a graduate of Master's studies in "Polish Philology" and postgraduate studies in "Journalism," and as a Doctor of Literary Studies, she is competent to conduct diploma seminars in the DiKS program, classes on reportage and documentary, Creative Writing, and journalistic genres. Thanks to her scientific achievements and habilitation in political science, she also teaches subjects in English (see political communication).

Research conducted in the paradigm of visual communication allows her to competently teach classes in reportage and documentary, visual communication, political satire, media genres and formats, and supervise diploma theses. Despite many years of teaching experience, she continues to improve her qualifications by participating in training courses and educational projects financed by the EU.

Proposed thematic areas:

- Political communication (in particular, media discourse on the war in Ukraine)
- Visual communication
- Persuasive communication
- Journalism studies
- Popular culture

Preferred number of mentees: 1 person

Language of cooperation: Polish or English (B1 level knowledge of Russian; basic knowledge of Ukrainian – understanding spoken language)

Preferred form of meetings: Remote (1–2 times a month); in-person *face to face* meetings possible if needed

Frequency: 1–2 times a month

8. Rev. Rafał Jakub Pastwa, PhD, DSc

Affiliation: John Paul II Catholic University of Lublin

Biography:

Media expert and bioethicist, tutor, media educator, poet, and prose writer, expert in communication and media contact, researcher, and lecturer at the Institute of Journalism and Management at KUL. Member of the Polish Communication Association; Bioethics Committee at the District Medical Chamber in Lublin; Interdisciplinary Team for Counteracting Domestic Violence. He is the winner of the "Angelus Lubelski" award in the field of media culture. He conducts research in media studies focusing, among others, on the mediatization of religion, cancel culture, post-religious communication, problems of contemporary journalism, relations between media, culture, and environmental protection. Head of the scientific project "Creative Future Creator. Being Smarter than a Chatbot" financed by MEiN under the Science for Society II program. He conducts training in areas such as interpersonal communication, future competencies, social resilience, motivational skills, self-presentation, and creative writing. He loves the poetry of Różewicz and Rilke and the sound of Soundgarden. He lives with his dog, Chester.

Proposed thematic areas:

- Future competencies in the age of AI (ethics of innovation, adaptive intelligence, and translational competence in micro, macro, and social perspectives).
- Critical Human-Animal Studies in Media
- Post-religious communication

Preferred number of mentees: 1-2

Language of cooperation: Polish (optional English)

Preferred form and number of meetings: Online, 1-2 per month

9. Dorota Piontek, PhD, DSc, Prof. UAM

Affiliation: Adam Mickiewicz University in Poznań

Biography:

Head of the Department of Social Communication WNPiD UAM, supervisor of eight completed doctoral dissertations in the discipline of social communication and media studies (6) and political science and administration (1). Head and executor of international and national projects, scientific interests: political communication of institutional entities and citizens, popular culture, media engagement of media users, parasocial interactions, cultural populism.

Proposed thematic areas:

- Representation of social reality in popular culture
- Political communication - political entities, traditional and new media, social media
- Expert political culture, mediatization of expert knowledge
- Media engagement and parasocial interactions

Preferred number of mentees: 1-2 people

Language: PL and ENG

Forms: Online meetings, e-mail

Frequency of meetings: Min. once a month during the program, depending on needs

10. Łukasz Szurmiński, PhD, DSc

Affiliation: University of Warsaw

Proposed thematic areas:

- **Propaganda** [history, research trends in Poland and worldwide], tribalism and visuality in propaganda, language of propaganda, participatory propaganda,
- **Tribal journalism** (*tribal journalism*),
- **Disinformation and information management** during armed conflicts,
- **Evolution of the Polish mass media market,**
- **Media systems** of the United States, Great Britain, the Russian Federation,

Preferred number of mentees: 2-3 people

Language of cooperation: Polish

Preferred form and frequency of meetings: Average once a month

11. Krzysztof Wasilewski, PhD, DSc, Prof. PK

Affiliation: Koszalin University of Technology

Biography:

Head of the Department of Regional and European Studies at the Faculty of Humanities, Koszalin University of Technology, and the Digital Humanities and New Media Laboratory; media expert and political scientist; he completed research internships, among others, at Central European University (Budapest, Hungary), Roosevelt Institute for American Studies (Middelburg, Netherlands), John F. Kennedy Institute for North American Studies (Freie Universität Berlin), Cambridge University, and University of

Michigan (Ann Arbor, USA); he carried out grants from the National Science Centre and the Ministry of Education and Science.

Thematic areas:

- **New media** and shaping the public sphere
- **Alternative media**
- **Regional and local media**
- **American media system**
- **Media history**
- **Digital humanities**

Preferred number of mentees: 1

Language of cooperation: PL/ENG

Form of cooperation: Meetings, e-mail, online meetings

Frequency: once a month