Mentors - FMMiK PTKS Mentoring Program 2027

dr Karolina Burno-Kaliszuk

Thematic areas:

- popular media
- tabloidisation of the media
- quality journalism
- the blogosphere

Support: developing academic articles and conference presentations in the above areas

Language of collaboration: Polish

Format and frequency of meetings: online (synchronous or asynchronous); the number of meetings is tailored to the mentee and their research project

Number of mentees: 1

dr Przemysław Ciszek

Thematic areas:

- online video communication (YouTube, Twitch)
- digital games
- hobby and special-interest press

Language of collaboration: Polish, English

Format and frequency of meetings: online (MS Teams, email), with an optional in-person meeting in Kielce; regular contact tailored to the mentee's needs, at least once a month

Number of mentees: 1

prof. ucz. dr hab. Krzysztof Gajdka, MBA

Thematic areas:

- the history of press advertising and early advertising
- commercial advertisements in periodicals
- Polish-language economic and agricultural press until 1939
- music press
- the Silesian press

Language of collaboration: Polish, Czech, Slovak, Russian

Format and frequency of meetings: at least once a month, mostly online

Number of mentees: 2.

ks. dr hab. Rafał Leśniczak, prof. UKSW

Thematic areas:

- mediatisation of politics
- mediatisation of religion
- political communication

Language of collaboration: Polish

Format and frequency of meetings: email and remote meetings (MS Teams, Google Meet) or in person on the UKSW campus (ul. Dewajtis 5, Warsaw); once every 3–4 weeks

Number of mentees: 1

dr hab. Anna Lusińska, prof. UWSB Merito

Thematic areas:

- new media and new technologies in social communication
- new media and relationships
- communication on social networking sites
- streaming platforms as media neo-institutions
- social campaigns and social advertising
- social communication in the field of renewable energy sources (RES)

Language of collaboration: Polish

Format and frequency of meetings: online meetings (MS Teams) at least twice a month; contact by email and phone

Number of mentees: 2

dr hab. Anna Miotk

Thematic areas:

- online media: business models, social media platforms, audiences, audience and media consumption research, algorithmic content selection, influencers
- media effects on audiences: the impact of social media on society, the effectiveness of marketing communication and public relations
- the social context of the internet: online participation, online communities, media literacy
- public relations: measuring the effects of PR activities, PR in the high-tech sector

Language of collaboration: Polish

Format and frequency of meetings: online, once a month

Number of mentees: 1

dr hab. Jakub Nowak, prof. UMCS

Thematic areas:

- critical internet theory
- sociology of media practices and media anthropology
- popular culture (especially online)
- privacy and surveillance studies
- mediatisation as both a research approach and a process
- activism studies
- preferred methods: qualitative (cultural studies, sociology)

Language of collaboration: Polish

Format and frequency of meetings: online or in person, once a month

Number of mentees: 1

dr hab. Margaret Ohia-Nowak, prof. UMCS

Thematic areas:

- intercultural communication
- inclusive communication and inclusive language in the media and institutional communication
- media representations of Black people and other groups at risk of marginalisation
- racism, discrimination and social exclusion in public and media discourse
- stereotypes and bias in AI, with particular focus on large language models
- qualitative research on media and social communication, including critical discourse analysis and multimodal analysis

Language of collaboration: Polish, English

Format and frequency of meetings: online, once a month, arranged with the mentee according to the agreed goals and stages of the collaboration

Number of mentees: 1

dr hab. Aleksandra Seklecka, prof. UMK

Thematic areas:

- war journalism
- investigative journalism
- disinformation
- media rituals
- media discourse (including in the context of political campaigns)

Language of collaboration: Polish, English

Format and frequency of meetings: in person or online (MS Teams), every two weeks or once a month

Number of mentees: 1

dr hab. Małgorzata Stępnik, prof. UMCS

Thematic areas:

- mediatisation of art
- communicative aspects of painting, photography and film
- the language of architecture
- sociological theory of art

Language of collaboration: Polish, English

Format and frequency of meetings: online, once a week

Number of mentees: 1

dr hab. Łukasz Szurmiński

Thematic areas:

- propaganda: history, research traditions in Poland and worldwide, tribalism and visuality in propaganda, the language of propaganda, participatory propaganda
- tribal journalism
- disinformation and information management during armed conflicts
- the evolution of the Polish mass media market
- the media systems of the United States, the United Kingdom and the Russian Federation

Language of collaboration: Polish

Format and frequency of meetings: on average once a month

Number of mentees: 2–3

dr Łukasz Wojtkowski

Thematic areas:

- artificial intelligence
- mediatisation
- datafication
- algorithms
- disinformation

Language of collaboration: Polish, English, Ukrainian (if needed)

Format and frequency of meetings: online meetings, with occasional in-person meetings depending on distance and needs

Number of mentees: 2–3