

ORGANIZERS



Faculty of Management and Transport
Department of Economic and Social Sciences
University of Bielsko-Biala

Faculty of Humanities and Social Sciences
Institute of Modern Languages
Department of Polish Studies
Foreign Language Centre of the University
of Bielsko-Biala
University of Bielsko-Biala



Faculty of Humanities and Social Sciences
Department of Sociology and Military History
Polish Naval Academy of the Heroes
of Westerplatte

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Faculty of Humanities
Institute of Media,
Journalism and Social
Communication
Jan Kochanowski
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Department of Theory and
Practice of Journalism
Ivan Franko National
University of Lviv



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and Social Science
Department of Sociology
and Social Work
Lviv Polytechnic
National University



Faculty of Sociology
Department of
Sociology
Karazin Kharkiv
National University

INVITE TO AN INTERNATIONAL CONFERENCE

(RE)DEFINITIONS OF LANGUAGE AND COMMUNICATION IN THE WORLD OF MEDIA

THE 16th EDITION OF THE MEDIA CONFERENCE

CONFERENCE PARTNERS



Polskie Towarzystwo
Socjologiczne
Oddział Katowicki



ŚWIAT I SŁOWO

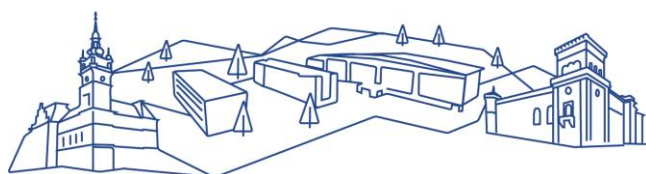
WORLD AND WORD

Conference date: 28 November 2025

Conference venue: MS TEAMS platform, online formula

Organizer's address: University of Bielsko-Biala, 43-309 Bielsko-Biala, Willowa Street 2

Conference languages: Polish, English



43-309 Bielsko-Biala, ul. Willowa 2, POLAND
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I. Conference theme

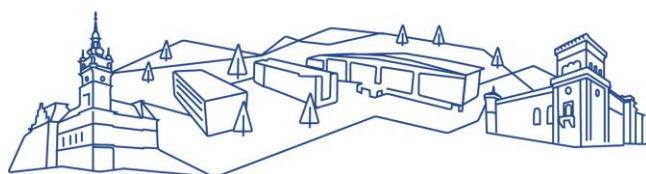
Contemporary media – both traditional and digital, encompassing various modes of communication: textual, visual, auditory, and multimodal – are dynamically transforming the ways in which we communicate, perceive the world, and understand language. The blurring of boundaries between speech and writing, the rapid development of digital technologies and artificial intelligence, the growing personalization of communication, the memefication of discourse, and the expansion of visual and emotional language are profoundly reshaping our communicative practices. Language is becoming increasingly fluid, hybrid, and context-sensitive – permeating the private and public spheres, connecting everyday interaction with educational and media discourse, as well as blending verbal and visual modes of communication.

In this evolving media landscape, language not only describes reality but also actively shapes it – influencing social relationships, identities, modes of learning, and cultural participation. It is these processes of redefining the meanings, forms, and functions of communication that provide the framework for reflection during the conference.

The conference aims to create a space for interdisciplinary dialogue among researchers exploring the evolving dynamics of language, media, communication, education, culture, and technology. We invite participants to explore how media shape contemporary forms of expression and reception, influence the ways we learn and communicate, and ultimately redefine our understanding of language and communication.

II. Thematic sessions

1. Language in digital media – changes in style, register, genres, and communication norms
2. New forms of visual and multimodal communication
3. Social media as a space for the (re)definition of private and public language
4. Media, political and educational discourse in the digital age
5. Human – AI interaction and its linguistic implications
6. Media literacy and communication competences in the online world
7. Language, emotions and values in online communication
8. Fake news, manipulative language and credibility in media communication
9. The evolving language of science and the popularization of knowledge in the media



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III. Organizational information

1. Authors are kindly requested to submit their completed registration form by **21.11.2025.**

Registration form:

<https://forms.office.com/e/vyDzq3XYjp>

2. The Chair of the Organizing Committee will notify the Authors of the acceptance or rejection of their proposal by email no later than **23.11.2025 r.**
3. The conference will be held online on the MS TEAMS platform.
4. The conference program, along with the links, will be published by **24.11.2025 r.**
5. Each presentation time slot is 15 minutes.

6. The conference fee is 150 PLN. Upon acceptance of the paper, the fee should be paid by: **27.11.2025 r.**

Bank account number: 73 12404142 11110010 54572831 (Kod SWIFT: PKOPPLPW)

Bank PKO S.A.

Uniwersytet Bielsko-Bialski, 43-309 Bielsko-Biała, ul. Willowa 2

REGON: 072728961. NIP: 547-194-37-84

TRANSFER TITLE: Conference fee: Redefining language + Participant's first name and last name (Opłata konferencyjna: Redefinicje języka + Imię i Nazwisko uczestnika).

7. Articles should be submitted to mediaispoleczenstwo@ubb.edu.pl/kpiatek@ubb.edu.pl or through the ICI Publishers Panel manuscript submission system :

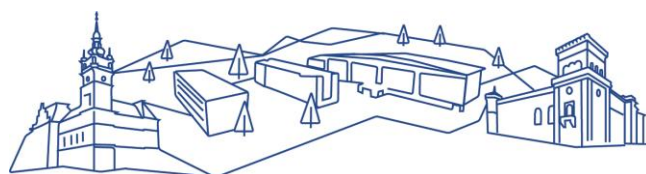
<https://mediaispoleczenstwo.ath.bielsko.pl/resources/html/cms/DEPOSITSMANUSCRIPT> no later than **01.03.2026.**

Articles will be considered for publication in the *Media and Society* journal provided they are submitted by the deadline established by the Conference Organizers. All submissions must follow the specific formatting and content guidelines provided by the journal and successfully pass both internal and external peer review. Publications are planned for the 2026–2027 timeframe. Manuscripts recommended for publication will be forwarded to the Editorial Board for final approval.

The editorial guidelines are available on the journal's website:

<https://mediaispoleczenstwo.ubb.edu.pl>

8. For articles prepared in a language other than Polish or English, please contact the Editorial Board.



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IV. Conference calendar

1. 21.11.2025 r.– deadline for submitting the registration form
2. 23.11.2025 r.– notification of acceptance or rejection of the proposal
3. 24.11.2025 r.– release of the conference programme
4. 27.11.2025 r.– payment deadline
5. **28.11.2025 r.– online conference**
6. 01.03.2026 r.– deadline for submitting the final version of the paper

V. Organizing Committee

Chairwoman of the Scientific Committee:

dr hab. Katarzyna Ożańska-Ponikwia, prof. UBB – University of Bielsko-Biala, Poland

Members:

prof. dr hab. Marek Bernacki (Editor-in-Chief of "Media and Society") – University of Bielsko-Biala, Poland

dr hab. Olga Dąbrowska-Cendrowska, prof. UJK – Jan Kochanowski University of Kielce, Poland

dr Nataliya Hado – University of Missouri–St. Louis (UMSL), Missouri, USA

dr Ewelina Gajewska – University of Bielsko-Biala, Poland

dr hab. Aleksander Golikow – V.N. Karazin Kharkiv National University, Ukraine

prof. Larysa Klymanska – Lviv Polytechnic National University, Ukraine

prof. dr hab. Jerzy Kojkoł – Polish Naval Academy, Gdynia, Poland

dr hab. Michał Kopczyk, prof. UBB – University of Bielsko-Biala, Poland

dr hab. Svitlana Lizakowska, prof. AMW – Polish Naval Academy, Gdynia, Poland

dr hab. Aleksandra Lubczyńska, prof. UJK – Jan Kochanowski University of Kielce, Poland

dr Juliana Ławrysz – Ivan Franko National University of Lviv, Ukraine

dr Marco Marsili – Ca' Foscari University of Venice, Italy

dr Agnieszka Palion-Musioł – University of Bielsko-Biala, Poland

dr Anna Foltyniak-Pękala – University of Bielsko-Biala, Poland

dr Robert Pysz – University of Bielsko-Biala, Poland

dr hab. Marek Rembierz, prof. UŚ – Silesian University, Poland

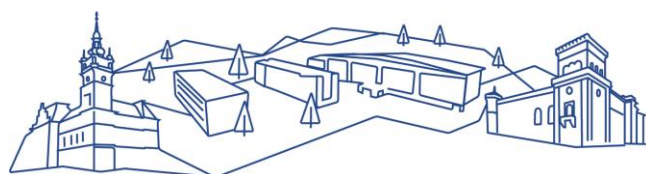
dr Mirosława Rudyk – Ivan Franko National University of Lviv, Ukraine

doc. Viktor Savka – Lviv Polytechnic National University, Ukraine

doc. Ihor Sklenar – Ivan Franko National University of Lviv, Ukraine

dr hab. Agnieszka Łukasik-Turecka, prof. KUL – The John Paul II Catholic University of Lublin, Poland

prof. dr hab. Ernest Zawada – University of Bielsko-Biala, Poland



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VI. Organizing Committee

Chairwoman:

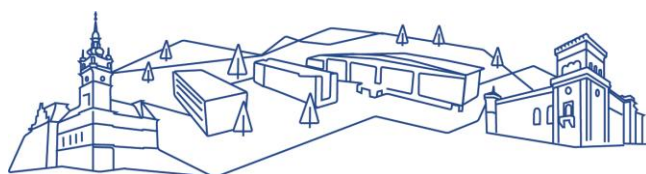
dr Katarzyna Piątek – Faculty of Management and Transport, University of Bielsko-Biala, Poland; mail: kpiatek@ubb.edu.pl

Conference Secretaries:

dr Joanna Wróblewska-Jachna – Faculty of Management and Transport, University of Bielsko-Biala, Poland; mail ; kontakt: jwroblewska@ubb.edu.pl

dr Beata Bury – Foreign Language Centre of the University of Bielsko-Biala/Department of Modern Languages, University of Bielsko-Biala, Poland; mail: bbury@ubb.edu.pl

dr Patrycja Bałdys – Polish Naval Academy, Gdynia, Poland; mail: p.baldys@amw.gdynia.pl



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