ABSTRACT: The paper shortly characterizes three main periods of Zeszyty Prasoznawcze [Media Research Issues] quarterly related to the Press Research Centre in Cracow. On the basis of organizational changes the authors give a brief account of the changes in the form and the content of the quarterly in different periods, and try to evaluate Zeszyty's role in Poland and in the international exchange of scientific discourse during the communist era and nowadays.

KEYWORDS: scientific periodicals, press research, journalism, Zeszyty Prasoznawcze, OBP (Press Research Centre), content analysis, factor analysis

PRESS RESEARCH CENTRE AND MEDIA RESEARCH ISSUES

The history of Zeszyty Prasoznawcze [Media Research Issues] — from the very beginning, that is for more than half a century — has been inextricably intertwined with the Cracow Press Research Centre's activities. The institutional and scientific position of this research facility determined — in each period — the journal's condition, its academic position, editorial working conditions and the subject area of the articles published in the magazine. As time went by, the PRC evolved from the pioneering phase (1956–1962), in which — functioning as the Krakowski Ośrodek Badań Prasoznawczych (KOBP) — it gathered mainly regional practitioners — journalists and editors of scientific temper and a few media researchers; through the

1 In this article constantly indicated as ZP or simply Zeszyty.
phase of laborious construction of its professional position as the industry research facility under the structures of great press and publishing concern (1963–1990) to finally become the chair within the academic structures of the Jagiellonian University (from 1991 until today).

*Media Research Issues* was shaped by broadly similar evolution, although slightly shifted in time, and therefore not fully parallel. The three main stages of the quarterly’s development featured below can be operationally named here as (1) the phase of “voluntary engagement” (1958–1967), (2) the phase of “full professionalisation” (1968–1990), and (3) the “academic” phase (from 1991 until today). These phases formally differ from one another mainly in the method of work organization and the formal status of the editorial office. We tentatively assume that the content of the quarterly reflected both its time and therefore political conditions (typical in communist times, and so in the first two phases), organizational empowerment in broader institutional structures (both the PRC, as well as ZP editorial-office whether within the publishing concern RSW or Jagiellonian University structures), as well as the progress of media and journalism science, and — finally — the external environment (e.g. the development of scientific and professional periodicals in a given period).

In the past, the activities of the Press Research Centre as well as the achievements of *Media Research Issues* were the subject of various fragmentary or more comprehensive analyses, which, however, concerned narrower time periods. In the times when the PRC and *Zeszyty* were situated within the structures of the RSW publishing company, the subsequent anniversaries were carefully celebrated (e.g. the 10th and 20th anniversary of *Zeszyty*, the 30th or 40th anniversary of the PRC, the 100th edition of *ZP*, etc). These celebrations were occasions to publish exclusive studies, bibliographies, and documentary materials. The special edition of *ZP* in 1981 brings a lot of valuable materials — prepared by Paweł Dubiel (the results of *ZP* content analysis) and Sylwester Dziki (full bibliography of *ZP*) — summarizing the first twenty years of the quarterly (Dziki, 1981; Dubiel, 1981). The last publication of such an “occasional type” one can find in the so-called “gold edition” of *Zeszyty* (No. 3–4, 1997), which celebrated the 40th anniversary of the quarterly. What constitutes a sad but valuable factual supplement is a profile of Paweł Dubiel, who died in 2006, which almost coincided with the celebration of the 50th anniversary of the PRC (Dziki, Pisarek, 2006).

Thus, deriving from the achievements of our predecessors, in this study we try to look at the several-decade-long legacy of *Zeszyty Prasoznawcze* as a whole, but only — due to the limited size of this article — superficially, trying to reveal its potential role in the development of Polish press research or more broadly — media studies. But firstly, let us sketch the development phases of *Zeszyty* in comparison to the development of its parent research institution.
MEDIA RESEARCH ISSUES’ DEVELOPMENT


Zeszyty Prasoznawcze (originally projected as a bi-monthly) debuted in the spring of 1960, but it is commonly treated as a continuation of the Prasa Współczesna i Dawna (PWID) quarterly published in the years 1958–1959 and edited by the same staff of editors. The quarterly was closely organizationally related to the KOBP (as a regional research division of the publishing concern RSW “Prasa” and operating alongside the Warsaw Institute of Press Research — Zakład Badań Prasoznawczych). At that time, ZP had vestigial structures (the editor-in-chief was not formally appointed) and it almost completely lacked full-time employees. Jan Kalkowski had been the secretary of the editorial office since the times of PWID (at the same time being the editor of the very popular color magazine Przegląd). In subsequent years (since 1962) apart from the Editorial Board, the Editorial Office was set up, however, its members’ tasks were often changed. For example, in 1962, Paweł Dubiel was responsible for the reviews section (later, briefly, he was the technical editor), the editorial office secretary Jan Kalkowski also headed the section of information and Irena Tetelowska headed the articles and dissertations section. Practically, every member of the Editorial Office had completely different duties at the same time, either in the PRC (e.g. Tetelowska was the head of the Centre, and Dubiel managed the Theory and Practice of the Press Section), or in another periodical (like the above-mentioned Kalkowski), or at the Jagiellonian University. In 1965 the first full-time technical editor was appointed (Edward Kamiński). At the end of 1964, the first 9-person committee of Foreign Collaborators crystallized. Due to the dynamic efforts of Irena Tetelowska, Head of the PRC — even before her tragic death — Zeszyty entered the stage of full professionalisation.

At that time, there was little competition from other scientific periodicals. The main competitor of Prasa Współczesna i Dawna was the quarterly Kwartałnik Prasoznawczy (1958–1959) published in Warsaw by ZBP. Since 1962, Rocznik Historii Czasopiśmiennictwa (related to the Polish Academy of Sciences) was published in Warsaw. Both titles focused on historical issues, redirecting the attention of ZP’s editors to contemporary topics. At that time, two professional magazines were also

2 In 1957 a free xeroxed version (acting as a manuscript) of Biuletyn Prasoznawczy was published in the PRC (2 issues appeared).

3 Irena Tetelowska, as the head of the PRC, was in charge of a 9-person Editorial Board. In the composition of the Board there was the vice-president of the publishing company RSW and the chief of Krakowskie Wydawnictwo Prasowe, as well as the PRC’s employees or collaborators. After establishing organizational structures of the PRC (1963) the composition of that body was broadened to several members mostly from Warsaw (and Kraków and Łódź), representatives of different scientific disciplines (lawyers, sociologists, economists, etc.) — members of the Scientific Board of the PRC.
published: Prasa Polska monthly (since 1947, under the auspices of the SDP — Polish Journalists’ Association) and Biuletyn ZG RSW “Prasa” (since 1953).

2nd Phase. “Full professionalization” period (1968–1990)

It was a period which covered more than two decades of fully professional activities of Zeszyty within the structures of the Krakowskie Wydawnictwo Prasowe (Cracow Press Publishing House) as the publisher of the magazine. At that time Zeszyty, edited by Paweł Dubiel since 1968, remained in formal organizational independence from the Press Research Centre, the members of the editorial office becoming permanent employees of the KWP. In addition, the Editorial Office of Zeszyty, apart from full-time professional staff (Paweł Dubiel — editor-in-chief, Maria Russ — head of articles, dissertations section, Eugeniusz Kamiński — technical editor since 1974, Zofia Lewartowska and then Józef Kozak — executive editor) was enriched with ancillary staff (to do typing, proofreading). What was considerably important was the fact that at that time the authors received honoraria, which was an incentive to acquire a large number of materials.

At that time, other scientific periodicals became more and more competitive with Zeszyty: the above-mentioned Rocznik Historii Czasopiśmiennictwa transformed into Kwartalnik Historii Prasy Polskiej (1976); Wrocławski Rocznik Prasoznawczy (1972–1975) was published for a short period of time and it gathered the so-called Wrocław School of Press Research milieu.

After a few years of evolution of various professional monthlies (e.g. Biuletyn Radiowy, Biuletyn Telewizyjny) associated with the Biuro Studiów i Oceny (Office of Research and Evaluation), and then the fortnightly Aktualności Radiowo-Telewizyjne (OBOPiSP), in 1975 Przekazy i Opinie, a scientific quarterly devoted to audio-visual electronic media, was launched (Dziki, 1988, pp. 13–16).

3rd Phase. From 1991 until the present — “academic” period

This is the period of ZP’s activity as a scientific quarterly, published under the aegis of the Jagiellonian University (and often subsidized by grants from Komitet Badań Naukowych — Scientific Research Committee). In 1991, prof. Walery Pisarek was appointed as its editor-in-chief and — at the same time — he was the head of the Press Research Centre which was the Chair of the Jagiellonian University. Owing to this situation — over time — the PRC’s and Zeszyty’s staff took over more and more tasks of academic teaching.

4 Paweł Dubiel, the present long-time editor-in-chief, retired at the end of 1990, though till his death (in 2006) he cooperated with Zeszyty by providing descriptions of German media studies periodicals.
In the composition of Zeszyty’s Editorial Board — except the former editorial secretary — there were only the employees of the Press Research Centre. The authors ceased to receive honoraria for their articles. These organizational changes affected the regular edition process of the quarterly. The new editorial staff could afford to prepare only two double issues of the quarterly during the year. In total, in 1991–2012 (until 1–2 issue) 43 double (combined) issues of ZP were published, signed by the name of Walery Pisarek as editor-in-chief. Moreover, at the turn of the century, a longtime professional editorial secretary — Józef Kozak (1981–2000) retired. His successor, Agnieszka Cieślikowa (2001–2012), soon burdened with teaching duties, performed her function mainly on a voluntary basis (supported in later years by the deputy editor-in-chief Wojciech Kajtoch). Since 2000, the previews of current issues of ZP and selected archived articles have appeared on the PRC’s website (the on-line edition was maintained by Paweł Planeta, initially supported by Wojciech Kajtoch). Thus, while during the last decade of the 20th century a lot of constituent elements of professionalism preserved in the quarterly and ZP was still a channel for the publication of research work carried out at the PRC, then now in the 21st century, Zeszyty is entirely voluntarily edited by the Editorial Board members (especially the editor-in-chief, his deputy and executive editor). Despite these obstacles, ZP still gives its columns to researchers from various academic centers.

Since the 3/2012 issue, Wojciech Kajtoch has taken over the editor-in-chief tasks. Zeszyty has changed its publisher (to the Jagiellonian University Press) and the editorial bodies: the Editorial Board, Editorial Office and Scientific Supervisory Council, and restored the nominal frequency of publishing (as a regular quarterly). Since then, the content of the following issues has been available (for a fee) on the Internet via the Jagiellonian University Press website.

In the 1990s ZP was still practically the only academic journal in Poland devoted to mass communication. Although it is worth mentioning that since the mid-1990s professional monthlies have already been published: Press and Media Polska, which have taken on the tasks of providing the current news and rapid commenting on changes in the media market. However, since the beginning of the 21st century the competition from other research centers has increased. In 2000, Studia Medioznawcze was launched, and then many other journals related

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5 These were: Zbigniew Bajka, Sylwester Dziki, Ryszard Filas, Ignacy S. Fiut, Henryk Siwek (and temporarily — Bogusław S. Kunda and Izabela Dobosz); later the group was joined by Jarosław Grzybczak, Wojciech Kajtoch, Jacek H. Kołodziej and Paweł Planeta (Agnieszka Cieślikowa became the executive editor); and after 2000 there were also occasionally the then Heads of Chair of the PRC: prof. Ireneusz Bobrowski and prof. Maciej Kawka.

6 In 2001 W. Pisarek retired definitely (though in 1998 he retired preliminarily), he stopped being the head of the PRC, but remained the editor-in-chief of ZP for more than a decade till mid-2012.

7 At the beginning of the 21st century the title was expanded to Media i Marketing Polska and was published as a biweekly.
mainly to universities which educate journalists. For several years, as it is commonly known, the *Central European Journal of Communication* has been published in Wroclaw under the auspices of the PTKS (The Polish Communication Association).

**HOW MEDIA RESEARCH ISSUES EVOLVED**

The amount of circulation of *Zeszyty Prasoznawcze* may — to some extent — indicate the times and the circumstances in which the quarterly evolved, its social function and potential audiences. Generally, until 1990, thus in times when the PRC was a research institute of the RSW publishing house, the quarterly was also addressed to practitioners — journalists and publishers. The circulation of *Zeszyty* was relatively high, although it fluctuated quite frequently. Moreover, as it has been mentioned above, there were more and more competitive titles with *Zeszyty* over the years.

In the case of *Zeszyty*’s predecessor — *Prasa Współczesna i Dawna* — the initial circulation was relatively high (1500 copies). It took some effort to determine the market capacity by trial and error. The next issues in 1958 had a circulation of 900 copies, and the last issue (in 1959) — only 400 copies. *Zeszyty Prasoznawcze* in the 1960s also tested the optimal demand for the journal: the circulation ranged from 370 to 630 copies. Since 1968 — when the composition and operational procedures of the editorial office became fully professional — circulation stabilized at the level of 725 copies. In the 1970s circulation increased from 750 to 1120 copies (and in 1978 one issue even exceeded 1300 copies). Since 1979, the journal was distributed only by subscription. It is worth adding that more than 100 copies were distributed in foreign subscription, including 25 copies in Czechoslovakia, more than 20 copies in the USSR, 15 copies in the USA and single copies in, inter alia, Australia, Argentina, Mexico, Nigeria, Peru, Turkey (Dubiel, 1981, p. 9). In the 1980s circulation declined: from 1190 copies (in 1981) down to approx. 800–880 copies in the years 1983–1990. The last triple issue of *ZP* (2–4/1990), published in the structures of the RSW publishing house (which was being liquidated then) amounted to 820 copies.

In the 1990s and in the first decade of the 21st century, *Zeszyty* became a typical academic journal, its circulation was reduced to approx. 350–330 copies, and more recently, after the change of a publisher — to approx. 180 copies.

Together with the establishment of the editorial office as well as organizational and publishing matters (finance, printing, distribution) the content of *Zeszyty* evolved. Above all, the structure of the content enriched, the number of sections increased and more regular columns appeared. At the same time one can observe the stability of the fundamental structure of the journal, the core of which has survived largely unchanged to the present day. This is shown in Table 1, which contains the fragmentary structure of the quarterly in the last half-century.
Table 1. The sections of *Media Research Issues* [Zeszyty Prasoznawcze] in selected years

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<tbody>
<tr>
<td>“Treatises and Articles”</td>
<td>From the Editor [rarely]</td>
<td>From the Editor [rarely]</td>
<td>From the Editor</td>
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<tr>
<td>From the Editor</td>
<td>From the Editor [rarely]</td>
<td>Treasises and Articles</td>
<td>Treasises and Articles</td>
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<tr>
<td>Current Problems</td>
<td>Current Problems</td>
<td>Treatises and Articles</td>
<td>Problems of Journalism</td>
</tr>
<tr>
<td>Dissertations</td>
<td>Treasises and Articles</td>
<td>Problems of Journalism</td>
<td>From Modern History</td>
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<tr>
<td>Materials and Documents</td>
<td>Discussions</td>
<td>Discussions</td>
<td>Media in the World</td>
</tr>
<tr>
<td>Press in the World (1959)</td>
<td>From the Tradition of Polish Journalism</td>
<td>From the Tradition of Polish Journalism</td>
<td>Materials and the “PRC Surveys”</td>
</tr>
<tr>
<td>Press in the World</td>
<td>Press in the World</td>
<td>Press in the World</td>
<td></td>
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<tr>
<td>Materials</td>
<td>Materials</td>
<td>Materials</td>
<td></td>
</tr>
<tr>
<td>the “Reviews and Reports” section</td>
<td>Reviews, Discussions, Notes</td>
<td>Reviews, Discussions, Notes</td>
<td>Reviews, Discussions, Notes</td>
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<tr>
<td>Reviews</td>
<td>Reviews, Discussions, Notes</td>
<td>Reviews, Discussions, Notes</td>
<td>Reviews, Discussions, Notes</td>
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<tr>
<td>Reports and Information</td>
<td>Notes of New Publications</td>
<td>Notes of New Publications</td>
<td>Scientific Chronicle, Reports</td>
</tr>
<tr>
<td>Obituary (1959)</td>
<td>In periodicals</td>
<td>In periodicals</td>
<td>Summaries in English</td>
</tr>
<tr>
<td>Summaries in Russian, French and English (1959)</td>
<td>Scientific Chronicle</td>
<td>Chronicle of the Polish Press</td>
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<tr>
<td></td>
<td>Chronicle of the Polish Press</td>
<td>Scientific Chronicle, Reports</td>
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<td>Information</td>
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<tr>
<td></td>
<td>Obituary</td>
<td>Summaries in Russian and English</td>
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<td>Summaries in Russian, French and English</td>
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</table>

Sources: authors.

From Table 2 one can learn that during the entire half-century, the “Treatises and Articles” section of the quarterly prevailed — in terms of the volume amount — over the “Reviews and Reports” section. It proves that the content of *Zeszyty* was typical for a scientific journal. However, since the end of the 1960s, especially in the 1970s and 1980s, both the “Reviews and Reports” and the “Reports and Actualities” sections were very complex, gaining the ratio of 50:50. The “Treatises and Articles,” “Press in The World” (named recently “Media in The World”) and the “Materials” sections became a permanent part of the quarterly content. It is worth...
mentioning that in the same part of the journal (since the 1970s) the reports from
the PRC surveys were presented in the “PRC Polls” section. The established element
of the content — opening many issues — was also the section named “Current
Problems” (rarely appearing in the “academic” phase of Zeszyty’s development). In
the “pre-academic” times of editing (until 1990), two sections: “Discussions” and
“The Tradition of Polish Press Research” were regularly present in Zeszyty’s content.
Randomly, there were also other section names, particularly in the issues associ-
ated with particular anniversaries. For instance, successive anniversaries of the PRC
foundation were celebrated as well as the “full-number” editions of Zeszyty, and —
from time to time — some anniversaries celebrated in the Polish People’s Republic
(which somehow had to enter all the press titles).

Table 2. The overall structure of content of Prasa Współczesna i Dawna and Zeszyty Praso
znawcze in 1958–2012 (data in percent)

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</thead>
<tbody>
<tr>
<td>the “Articles and Dissertations” section</td>
<td>67.2</td>
<td>56.6</td>
<td>52.8</td>
<td>53.4</td>
<td>82.8</td>
<td>81.3</td>
</tr>
<tr>
<td>the “Reviews and Reports” section (without title pages etc.)</td>
<td>30.8</td>
<td>41.7</td>
<td>43.9</td>
<td>44.3</td>
<td>15.2</td>
<td>16.6</td>
</tr>
<tr>
<td>Including:</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Reviews</td>
<td>14.9</td>
<td>14.9</td>
<td>12.9</td>
<td>11.5</td>
<td>8.4</td>
<td>10.2</td>
</tr>
<tr>
<td>— In periodicals</td>
<td>2.3</td>
<td>3.8</td>
<td>9.6</td>
<td>11.9</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>— Information</td>
<td>2.7</td>
<td>8.0</td>
<td>7.2</td>
<td>9.8</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>— Scientific Chronicle, Reports</td>
<td>8.2</td>
<td>6.9</td>
<td>6.2</td>
<td>5.9</td>
<td>4.5</td>
<td>4.4</td>
</tr>
<tr>
<td>— Obituary</td>
<td>1.8</td>
<td>2.5</td>
<td>2.7</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>— Summaries in Foreign Languages</td>
<td>0.9</td>
<td>5.6</td>
<td>5.3</td>
<td>5.2</td>
<td>2.3</td>
<td>2.0</td>
</tr>
<tr>
<td>Title pages, table of contents. introductions. blank pages</td>
<td>2.0</td>
<td>1.7</td>
<td>3.3</td>
<td>2.3</td>
<td>2.0</td>
<td>2.1</td>
</tr>
<tr>
<td>Percentage for N = 100% (Total number of columns in a given period)</td>
<td>1110</td>
<td>6072</td>
<td>7734</td>
<td>8185</td>
<td>4213</td>
<td>4662</td>
</tr>
<tr>
<td>The number of issues in a given period</td>
<td>6</td>
<td>42</td>
<td>40</td>
<td>44</td>
<td>40</td>
<td>46</td>
</tr>
</tbody>
</table>

8 For instance, the 20th or 30th anniversary of the Polish People’s Republic, Lenin’s anniversaries,
the 100th anniversary of the workers’ movement, etc.
The second part of Zeszyty Prasoznawcze since the beginning, apart from an extensive reviews section, contained an extensive scientific life chronicle, including — a systematically printed chronicle of the PRC’s activities and reports from the meetings of its Scientific Council. Since 1959 through the 1960s a characteristic feature was the “Obituary” section in which — usually a dozen or so — biographies of people associated with the media in Poland were presented fairly regularly, usually twice a year. In the case of death of a person associated closely with the PRC, an obituary and memoir material was presented in the issue’s opening part or in the “Scientific Chronicle” section. Almost from the beginning (PWIoD — 1959) quite extensive summaries were published. For two decades these abstracts were printed in three languages (Russian, French and English), later reduced to two language versions (without French), and — since the 1990s — printed only in English. Currently, articles summaries are published directly at the beginning of each article.

For a quarter of century (until 1990), as it has already been mentioned, the reviews and reports section was very extensive and complex. A dozen reviews of foreign or Polish books, particularly important from the media and journalism perspective, were presented. Often one review was published as a broader, several-page-long critically-oriented material or — sometimes — Zeszyty presented the results of discussions arranged on an important publication. There were also shorter “Notes of New Publications” presented, in the 1970s divided into foreign and Polish parts. Another element of the reviews and reports section constituted materials grouped (in the 1970s) under the common heading “PRC Library Acquisitions.”

The Polish and foreign articles on the media and journalism were another important element of the reviews section. These materials were presented in a comprehensive rubric “In Periodicals” (in the 1970s also divided into “Articles from National Magazines” and “Articles from Foreign Journals”). The editors of Zeszyty meticulously cared that all important news presented in the world’s books or periodicals and devoted to the media and journalism were relatively quickly (with an annual or two-year time delay in relation to the date of issue) spotted and presented to the not-only-Polish reader (if we take into account the range of distribution). Moreover, the acquisitions of the well-equipped library were appropriately recommended to Zeszyty’s recipients [albeit due to the lack of space we cannot develop this thread here]. The content of domestic and foreign periodicals was systematically discussed. It is worth mentioning that Zeszyty’s editors and PRC’s staff — over the years — specialized in tracking offers of chosen titles as Kwartalnik Historii.
Ryszard Filas, Pawel Planeta

Prasy Polskiej, Przekazy i Opinie, Rundfunk und Fernsehen, Journal für Publizistik, Medium, Media Perspektiven, Journalism Quarterly, Journal of Communication, Public Opinion Quarterly, Les Cahiers de la Communication, Wiestnik Moskowskogo Uniwiersiteta — Żurnalistika, Otázky Žurnalistiky and many others. In those times, owing to these publications, a Polish (and not only) reader of Zeszyty had the feeling of being up-to-date with the achievements of world media studies, which was then priceless indeed.

Apart from the reviews section and “Scientific Life Chronicle” mentioned above, Zeszyty offered its reader a lot of non-press information, including a large amount of statistical data on the situation of the media market (organized in several thematic categories) in dozens of countries, and — in another thematic order — information on the media in Poland, the activities of the publishing concern RSW, including personal information on foreign correspondents in the Polish press.

In the 1980s there also appeared “soft-news”-type materials in Zeszyty’s columns. The section entitled “Press Researcher’s Little Notebook” brought pieces of journalistic texts, in which their authors had made some slips of the pen. In contrast, “the golden adages” of different authors, entitled “From the Diary of the Press Researcher,” were scattered across the vacancies in the whole issue.

From Table 2 one can also read to what extent the offer and structure of Zeszyty’s content changed after 1990, when the quarterly became an academic journal. All issues from 1991 till the first half of 2012 (No. 1–2) were published as double (almost semi-annual) editions and their volume, both for financial reasons and technical capabilities of the editorial office (working mostly on a voluntary basis), decreased by nearly half: from 186 pages on average in 1980–1990, 105 pages (1991–2000), to 101 pages in the next decade. The content of each annual was dominated by the articles section, which occupied a bit more than 80% of the issue. On the contrary, the information and reviews part of the journal exceedingly decreased. While the percentage of books reviews decreased slightly, the elaborations on the press as a separate section disappeared almost completely (in the 1990s there were sometimes materials devoted to the German media studies periodicals). The information section, well-developed in the past, ceased to exist. The change of character of Zeszyty — to more scientific (academic) — was additionally justified by the advent of professional monthlies (e.g. Press), which took over the role of informing readers about the media market in the country and the world instantly.

**MAIN THEMATIC FIELDS OF ZESZTY PRASZNAWCZE — OVERALL VIEW**

The essential phase\(^{10}\) of the survey was the computer assisted content analysis (CACA) performed on the corpus which was made up of English abstracts of

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\(^{10}\) The preliminary step of analysis performed in this project was the lexical analysis of text corpus which was made up of the whole content of ZP (over 10 million words). The results of statistical evalua-
papers published in Zeszyty Prasoznawcze in 1960–2013. For research purposes the categories dictionaries have been created. These dictionaries consist of the set of words gathered on the same semantic basis. The unit of analysis in this phase of research was a single paragraph of the abstracts’ corpus. The result of the described research is the possibility to “sketch” the thematic map of the ZP’s content. In the last part of the quantitative research — as a result of factor analysis — the structure of the thematic area was reduced to several strongest factors. They determine which of 297 detailed categories have the tendency to co-occur and that is why — as we presume — they create easily distinguishable configuration of themes in the articles published in ZP in 1960–2013.

As the result of factor analysis, ten main thematic fields of Zeszyty’s content were extracted and labeled with provisional Latin names. The time-series charts in subsequent paragraphs show the percentage range of the categories gathered in each of the ten thematic fields and illustrate the general dynamics of ZP’s content.

ORGANIZATION (organizatio). The development of Polish press research in the institutional and organizational dimensions is one of the main thematic fields of Zeszyty Prasoznawcze. The question of establishing a new — in Polish circumstances — scientific discipline was extremely important. It is confirmed by the global content analysis of the quarterly. Its editors have tried – since the end of the 1950s — to draw the boundaries of the new scientific discipline: press research. The editors of Zeszyty bravely projected the fulfillment of the subsequent elements of Lasswell’s communication formula by trying to answer the questions: who? (thus the research area was related to professional activities of journalists, mass media institutions, media in the world etc.) says what? (the content analyses of mass media were projected and carried out) in which channel? (technological, organizational, legal and other internal and external frameworks of mass media functioning were described, classified etc.) to whom? (e.g. the surveys on media distribution and reception — press readership, radio listening, tv watching — were performed) and finally, with what effect? (the theoretical and empirical studies on mass communication effect were carried out).

PARADIGM (empiricus). This thematic field includes the categories relating to research, methodology, tradition and research proposals, analyses and results. In other words, these are the categories associated with the development of a scientific paradigm of media research in Poland, of which the editors of ZP were the main animators. The content analysis results prove that the name “Press Research Centre” co-occurs together with the categories gathering many terms denoting the presence

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11 Factor Loadings (Varimax raw) (matrix kor for 297 variables). Extraction: Principal components.
12 Among the distinguished areas purposely omitted, were historical issues. Media history in Poland and in the world is on the pages of ZP such an extensive trend that it deserves a completely separate discussion. We hope that especially meritorious authors in this field will forgive the authors of this article.
of methodological consideration in analyzed texts (articles), e.g. aims of the studies, research techniques or broader communication terminology.

PROFESSION (professio). It represents a group of texts that is devoted to the practice of journalism. The ambition of the editorial office of the quarterly was to strengthen professionalization of journalists in Poland. At the beginning, the authors of ZP wrote mainly about the tasks and social functions of journalists in the People’s Republic. With time, within the content of ZP there were more and more papers aimed at disseminating practical knowledge and skills.

OPINION (fama). This area of ZP’s content, which is related to social effects (public opinion, social effects and reception) of the media, was extensively produced in the 1970s and 1980s. It is worth mentioning that in the same period the PRC researchers conveyed intense studies on public opinion and social dimension of the mass media. Thus, in the content of ZP extremely high frequency is manifested by the words which make up the dictionaries of categories indicating social research: interviews, surveys, questionnaires, and — more broadly — public opinion.

WORLD (mundus). A multi-dimensional account on the media in the world and international communication was a distinctive area of Zeszyty’s content for many years. The quarterly was the platform for exchanging ideas between Polish media experts and the international environment. Such issues as the methodology and state of research on international communication, research proposals, the overall analyses (often with a comparative point of view), and — what at that time was extremely valuable — debates on important initiatives, documents, projections in the field of international communication and the statistics describing the situation in the media world were presented in the quarterly’s regular columns. What makes an extensive thematic field of the quarterly on the one hand, are the papers devoted to the images of the world in the Polish media, and on the other, to the image of Poland in the world media. Moreover, the editors of ZP pay huge attention to the issues related to the international information order.

DISCOURSE (lingua). An important part of ZP’s content are publications reflecting the linguistic passion of their authors. Many authors have transferred their research experience to other areas of the symbolic sphere of the mass media. This specific translinguistics — understood as a transfer of research methods from linguistics to the studies on another symbolic sphere of human activity (image, sound) — substantially contributes to the development of semiotic-cultural orientation in research on the mass media.

POLITICS (imaginis). This thematic field consists of the papers devoted to ideas, doctrines and political influences in the media. Zeszyty published general reflections on the mass media functioning in the ideological dimension (e.g. fundamental essays on political communication and the media), as well as a number of interesting case studies. The authors dealt with political parallelism in the Polish conditions (e.g. the structure of political power in relation to the structure of the media), media coverage of politics and political discourse metaphorization. An extensive part of articles are reports of research on the role of the media in political campaigns.
During the turmoil times in the 1980s, ZP published many crucial dissertations of great importance. For modern history and political sciences researchers these texts are the canon of knowledge about changes in the sphere of communications that accompanied the processes of change in the political and social spheres.

MARKET (emporium). An extensive part of ZP’s content is devoted to broad issues of media economics and market. Various detailed topics have been taken into consideration in this thematic field, e.g. the effectiveness of advertising in the mass media, spending on the media as well as general issues, such as the role of mass media in socio-economic transformation. A significant increase in the number of articles devoted to the Polish and foreign media markets one can observe in the 1990s. At that time — under a sonorous term of “transformation” — many materials were published: mostly about the ownership (and concentration) in the media (including foreign ones) and on expansion of foreign capital (especially German) in Poland, and, more broadly, in the media in Central and Eastern Europe. Some specific segments of the media market in Poland were also described.

BROADCASTING (transmitto). The electronic audiovisual media, communication technologies (satellite transmission, video, Internet, etc.) in the pages of ZP were presented in a very versatile way. One can find among them theoretical proposals for systemic research on radio and television; studies of radio and television reception, also among the youngest; comparative analyses of how radio and television function in different political systems, also in the context of international business or case studies of specific aspects of broadcasting in selected countries (or regions) of the world; reflections on the impact of communication technologies (successive “new media” of subsequent epochs: satellite technology, video, telecommunication, computer games, the Internet and social media) on the social, political, cultural, and other processes; studies on a variety of functions (and tasks) of radio and television in comparison to the printed press, articles on radio and television journalism specialization; studies on radio and television genres as well as the bands and formats; discussions on audiovisual media rhetoric; texts on separate segments of radio and television (for example, local broadcasters, Catholic media, etc.); articles devoted to audiovisual advertising; radio and television content analysis and programming surveys (especially in terms of public broadcasting service obligations); articles on the broadcasting regulations and numerous studies of very detailed research topics, for instance, the image of a woman on the TV screen, proxemics and television, and many others. This thematic field has been present in Zeszyty since the 1990s till the present to a great extent.

REGULATION (regula). Media regulation — the legal and ethical framework of media functioning — is the last wide thematic area of Zeszyty. Some specific problems, such as rectification in the light of new regulations in the press law, right to information and press criticism, limitations of the freedom of the media (e.g. censorship) were presented in ZP. Self-regulation of the media — in terms of ethics — repeatedly appeared in the quarterly. A few authors dealt with other topics: the legal protection of the language, advertising law or competition regulation in the field of new media,
Figure 1. The dynamics of changes in Zeszyty Prasoznawcze's content in 1960–2013
Source: authors.
as well as the legal framework of the functioning of the media in specific areas. Also, the solutions operating in this sphere abroad were described. Many articles concerned the regulation of media relations with the economic sphere, for example, the issue of the shares of foreign capital in the Polish audiovisual media.

THE INTERNATIONAL IMPORTANCE OF MEDIA RESEARCH ISSUES

As much as the PRC tried to play a leading role in the mass communication research in this part of Europe and to be the hotbed of the mass media researchers in the country, Zeszyty tried to be the centre which gathered the researchers and served as the platform for exchanging information, when the world was divided
into two ideological blocs. The role of such a journal as *Zeszyty Prasoznawcze* can be measured by means of various indicators.

Since 1964 foreign articles and correspondence had been provided by foreign collaborators. In the 1970s, 40% of them came from outside the Eastern bloc (Dubiel, 1981, p. 11). They were representatives of Western countries such as the USA, Belgium, France, and Switzerland (representing AIERI). The Eastern bloc countries were represented by scholars and journalists from Czechoslovakia (Prague and Bratislava), Hungary, East Germany, Bulgaria, Yugoslavia and the USSR (Moscow, Leningrad, Kiev, Sverdlovsk and later also Rostov). At the end of the old era, in 1990, among 15 foreign associates there were 8 from Western countries — 2 from the USA and 2 from Britain, 1 from Austria, Belgium, Finland and Sweden. In this group one can find the names of distinguished researchers and luminaries of international organizations — such as James D. Halloran and Tapio Varis. Among the socialist countries representatives, 4 scholars were from the academic centers in the USSR, 1 from Bulgaria, Czechoslovakia, East Germany. At the end of the 20th century, the number of collaborators did not change. They represented 11 countries, including 2 from Russia, 2 from Britain and 2 from the USA, and 1 from Austria, Australia, France, Finland, Germany, Romania, Slovenia, Slovakia and Sweden. In this group one can see some new famous scholars — like Ian Connell, Karl Erik Rosengren, Slavko Splichal and Winfried Schulz. Currently, the list of contributors includes several completely new names.

Almost from the very beginning the Press Research Center management opted for international cooperation, meeting the needs of mutual learning and exchanging the best experiences, which mainly resulted in active participation in international researchers’ organizations, as AIERI or various agencies of UNESCO. *Zeszyty* widely reported (especially in the “Scientific Chronicle” section), on both the activities of these organizations and participation of the PRC delegations in these activities (which, as time went by, were more and more numerous). *Zeszyty* also reprinted (although with a time delay) important papers presented at various international congresses, allowing readers to have a closer look at the current problems of international communication and journalism, mass media development trends, etc.

In the previous section we paid attention to the growing (since the 1960s), and really big in the next two decades percentage of the reviews of foreign expert books, and the significantly increasing percentage of discussions about major media studies periodicals, especially German and English in the content of *Zeszyty Prasoznawcze*. Already in the 1960s the speed at which leading media research publications reached Krakow and were reviewed (with a 1–2-year time delay) was really surprising. This included especially the works of American researchers such as C.I. Hovland, J. Klapper, M. McLuhan, R.O. Nafziger, T. Peterson, W. Schramm, W. Stephenson and many others (e.g. J.D. Halloran, A. Moles). In later decades, the content of global professional periodicals was equally carefully monitored.
In the summary of the first two decades of *Zeszyty*, Paweł Dubiel argued that the editorial staff led by him had been building an open journal, open also to the media research achievements of countries with different social, political and media systems. On the other hand, Dubiel did not hide the fact — with certain remorse — that this scientific exchange and communication was mostly one way (Dubiel, 1981, p. 12). After 1989, the situation changed in this respect: international communication today is open, the Internet provides, inter alia, access to library resources of the world, so the role of this quarterly is much more modest.

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In the introduction to the above-mentioned “golden edition” of *Zeszyty Prasoznawcze* one can find the following, somewhat melancholic, reflection by Walery Pisarek:

Relatively early, because in the late 1950s, an operational model of *Zeszyty’s* editorial office was established. The present editors of the journal try to remain faithful to this model. Unfortunately, without any success. Until 1990, *Zeszyty* had been a genuine, actually edited journal, which brought not only dissertations and articles, but also many reviews and reports. This rich section manifested a clear tendency to grow. Starting from about 30% of the volume of *Zeszyty* in the late 1980s, the reviews and reports part surpassed the articles section. But in 1990 the editorial office was reduced from a few persons to one full-time editor and this trend was halted. Since then everything has changed. The reviews and reports section has decreased to several percent: there is no news from home and abroad, the reviews department has given up ambition to record all notable publications in the media studies area and the chronicle of scientific life in Poland and abroad is very poor. Let us add, however, as some kind of comfort, that the dissertations and articles section of *Zeszyty* was relatively good in the 1990s. (Pisarek, 1997, p. 5).

REFERENCES


