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Conference Report: "The VI Seminar for Young Media Researchers and Communication Scholars ", Lublin, November 16, 2023

On November 16, 2023, the Faculty of Political Science and Journalism at the University of Maria Curie-Skłodowska in Lublin (UMCS) hosted the VI Seminar for Young Media Researchers and Communication Scholars, organized by the Forum of Young Media Researchers and Communication Scholars (FMMiK), a section of the Polish Communication Association (PTKS). This event occurs periodically, with past editions held across diverse Polish cities such as Wrocław, Gorzów Wielkopolski, Poznań, Bydgoszcz and Kraków. Notably, this year marked the inaugural gathering of young researchers in Lublin. The meeting focused on the perspective of communication and media in the face of the development of artificial intelligence. The organization of the event was entrusted to researchers associated with the Institute of Social Communication and Media Studies – Dr Mateusz Sobiech and Anna Yezhova.

Over 20 participants from various research centers in Poland took part in the Seminar. The event was a venue for discussion and exchange of views on the impact of developing artificial intelligence on the discipline of media and communications. The event commenced with official greetings addressed to the participants by Prof. dr hab. Iwona Hofman, Director of the Institute of Social Communication and Media Sciences (UMCS), and Dr hab. Katarzyna Kopecka-Piech (UMCS), who initiated the establishment of the Forum of Young Media Researchers and Communication

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Scholars more than a decade ago and continues to coordinate the activities of media and communication students. Prof. dr hab. Iwona Hofman thanked the participants and experts for their active participation. Following this, Dr hab. Katarzyna Kopeck-Piech handed over the floor to the coordinators of various scientific initiatives within the Forum of Young Media Researchers and Communication Scholars, such as the Mentoring Program, Webinars, Members Database of FMMiK and the FMMiK Newsletter. All of these initiatives contribute significantly to the development of the Forum of Young Media Researches and Communication Scholars.

The main highlight of the Seminar was the open lecture by Dr Kamil Filipek (UMCS) titled "From generative models (GPT) to general-purpose artificial intelligence (AGI)", which drew significant interest from a large number of participants. It was a high-value presentation, rich in valuable insights and reflections on how evolving technology impacts our daily lives. The lecture encompassed many essential pieces of information and reflections concerning the influence of developing technology on everyday life.

Right after the inauguration, young researchers began working in teams. During this year's Seminar, two research groups collaborated with relevant experts, exploring diverse issues, providing participants with the opportunity to deepen their knowledge. Their scientific projects were extensively commented on by this year's experts: Dr hab. Ewa Nowak-Teter and Dr hab. Jakub Nowak. A variety of media-related topics were covered during this Seminar, which clearly highlighted the richness and diversity of research areas in social communication field and media. Presentations and discussions covered a range of diverse aspects of media, from the role of artificial intelligence in social communication, to content analysis in social media, to the study of the impact of media on society and culture.

The first team was moderated by Dr hab. Ewa Nowak-Teter. The following papers were presented: Daria Malicka (Jan Kochanowski University of Kielce) *On Dialogue in Local Government Social Media. An Attempt to Analyze the Communication of Selected JSTs*, Adriana Kanarek (University of Gdańsk) *Mediatization of the Russian-Ukrainian Conflict in the Context of the Communication Activities of the European Union Institutions*, Julia Walczak (University of Silesia in Katowice) *Perception of Advertising Campaigns Supporting LGBT+ People*, Natalia Lewandowska (University of Łódź) *Euphemization in the Polish Language: From Taboo to Tolerance of the LGBTQ+ Community in Poland*, Dawid Szopa (University of the National Education Commission, Kraków) *Political Transfers in the Republic of Poland. Ethics in Political Communication in light of Multi-Modal Messages*, Agnieszka Józwik (UMCS) *Detection of Fake News as an Essential Skill of a Modern Media User*, Agata Kazmierczak (UMCS) *Come on a Date with Me. How the XY Generation Dates*, Julia Kaproń (UMCS) *Fact-Checking as an Answer to the Spread of Disinformation in the Modern Infosphere?*, Wiktoria Aleksandra Barańska (Jagiellonian University) *The Image of Artificial Intelligence in Weekly Opinion Magazines* and Mateusz Kowalski (University of Wrocław) *Artificial*

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Intelligence and Multimedia Content Generation: The Beginning of the End for the Music Industry?.

The second team, led by Dr hab. Jakub Nowak, presented the following papers: Natalia Firek (UMCS) *Quantity or Quality? Social Media Posts vs. GPT Chat*, Anita Brzyszcz (Adam Mickiewicz University in Poznań) *Problems of Qualitative Research Methodology of Cyberculture Texts on the Example of the Stereotypical Image of a Pole in Internet Memes*, Patrycja Winiarczyk and Natalia Zburzyńska (UMCS) *Music as a Means of Narration Building the Image of the Past in Selected Historical Films*, Katarzyna Radwańska (The Pontifical University of John Paul II in Kraków) *Gastrodiplomacy as an Element of Propaganda or a Tool of Communication? Food as a Form of Communication in Media Messages*, Jan Manicki (University of Warsaw) *Prosumption as a Phenomenon in Mobile Internet Television. Creating Audiovisual Content on Social Media Platforms YouTube Shorts, TikTok and Instagram Reels*, Kacper Janik (UMCS) *Media Reception of Amoral Characters – on the Example of "Dragon's Family" Produced by HBO*, Wojciech Skucha (Jagiellonian University) *Polish Sports Media in the Face of New Technologies – Modern Forms of Communication about Sports in the Media* and Kamil Wroński (UMCS) *Political Communication of the Party Konfederacja Wolność i Niepodległość on YouTube in 2019–2023.*

After intensive discussions in the teams, each expert presented a summary of the team's work during the general meeting. Experts emphasized the uniqueness of the approaches and originality of the projects presented within the teams. In their summaries, the experts emphasized the diversity of ideas and their potential impact on the development of the field of media and communications in the context of the growing role of artificial intelligence.

The VI Seminar for Young Media Researchers and Communication Scholars stands as a significant event for young researchers, opening doors to new perspectives and ideas in the field of social communication and media. It provides a platform for exceptional exchanges of thoughts and the acquisition of new experiences.