



The Status, History, People, and Organizations of Polish Media Linguistics

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ABSTRACT

Scientific objective: The author undertook the description of the status and history of media research in Poland. The article covers methodologies, including methods used by media linguists, the research object of media linguistics (communication practices in mass media, new media and social media) and its research subjects (texts founding genres, styles and discourses).

Research methods: The article is theoretical and methodological. It describes the research base of media linguistics and presents the descriptive-explanatory method. **Results and conclusions:**

Reconnaissance allowed to determine that media linguists in Poland use research methods known in the linguistic tradition: quantitative analysis, quality analysis, content analysis; research methods evolving from it: a linguistic picture of the world, media-based picture of the world, textological analysis and synthesis, genealogical analysis and synthesis, multimodal analysis, discursive picture of the world, discourse analysis. The author posits the following sub-discipline profile: Media linguistics is a linguistic and semiotically oriented study of communication via mass media, new media and social media. In the conclusion the author states that regardless of the pace and direction of the development of media linguistics, the text, including the multimodal text, is the initial subject of analysis and the basis for syntheses.

Originality and cognitive value: The article is an illustration of the axiom about the foundations of a scientific discipline. It is well known that science consists of people and their research objects organized in a certain space and time. Science recognizes that the status of a discipline is determined by the methodology developed by these people and adapted to the research object. This one contains a set of theoretical judgments upon which effective methods are founded that lead to reliable results. These theoretical conditions are referred to in the article as a philological subdiscipline in media linguistics. The author argues that the theoretical background of media linguistics

should be: not only cognitive semantics and ethnolinguistics, but also semiotics, press studies, pragmalinguistics, sociolinguistics, linguistic genealogy, multimedia genealogy, interactive stylistics, multimedia stylistics, and new topical linguistics on the scientific market discourse linguistics, color linguistics, communicology.

KEYWORDS

filter bubbles, color linguistics, media linguistics, multimodality, media text