



**UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT**  
in Rzeszow, POLAND

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

University of  
Information Technology  
and Management  
in Rzeszów

ORGANISATIONAL STRUCTURE | DESCRIPTION OF FIELDS OF STUDY  
| RESEARCH | PUBLICATIONS | ACADEMIC JOURNALS | SCIENTIFIC  
CONFERENCES | SERVICE CENTRES | RESEARCH and DIDACTIC  
LABORATORIES



**UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT**  
in Rzeszów, POLAND

© University of Information Technology  
and Management in Rzeszów  
[en.uitm.edu.eu](http://en.uitm.edu.eu)

Rzeszów, 2022

# FACULTY OF MEDIA and SOCIAL COMMUNICATION

of the University of Information Technology  
and Management in Rzeszów

## EVALUATION OF SCIENTIFIC ACTIVITIES FOR 2017-2021

Social Communication and Media - scientific **category A**

The right to confer doctoral and postdoctoral degrees

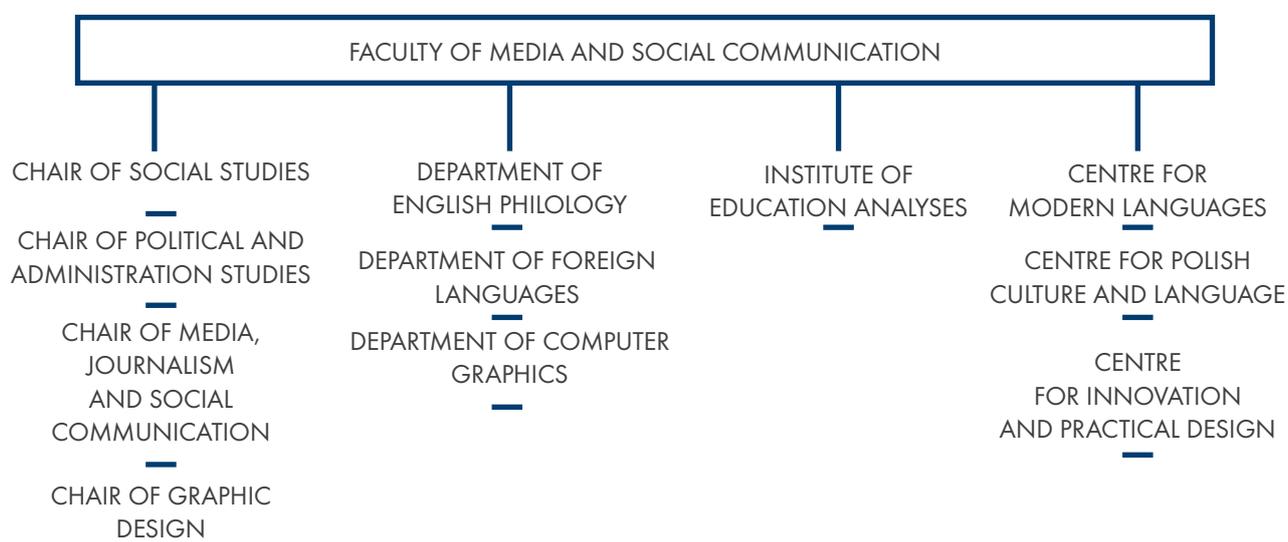
Political Science and Public Administration - scientific **category B**

**The main research disciplines in the Faculty of Media and Social Communication are:**

- Social Communication and Media Studies;
- Political and Administration Studies;
- Humanities/Linguistics,
- Arts Sciences.

## ORGANISATIONAL STRUCTURE OF THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION

Within its structure, the FMSC has research and teaching units (Chairs), research units (Institutes), teaching units (Departments) and service centres.



## FACULTY ACHIEVEMENTS

**Kamil ŁUCZAJ, Ph.D.**, a sociologist from the UITM Institute of Education Analyses, will be a research associate at the American University of Illinois Urbana-Champaign in 2022. As part of the Open Research Laboratory programme, Mr ŁUCZAJ will undertake pioneering research on autobiographical memories of Polish scientists who pursued their research careers in the West. The competition committee representing the University of Illinois Urbana-Champaign positively assessed our researcher's application and decided to support his research. As part of the program, Mr ŁUCZAJ will hold a series of consultations and use the rich resources of the host university. The possibility of conducting research in that centre is a great honour for the only Polish scholarship holder of the 2022 spring edition of the Open Research Laboratory program.

**Magdalena HOŁY-ŁUCZAJ, Ph.D.**, Assistant Professor at the UITM Chair of Social Sciences in the Fall semester of 2021/2022, has conducted research for her habilitation thesis at the University of Georgia, thanks to the Polish-U.S. Fulbright Commission scholarship. Ms HOŁY-ŁUCZAJ is scientifically concerned with environmental ethics, i.e. the philosophical foundations of environmental protection. Her project focuses on the perception of utility artefacts. Usually, it is believed that in order to limit consumerism, which is harmful to nature, it should be emphasised that the production, use and subsequent storage of consumer goods poses many threats to the natural world. Ms HOŁY-ŁUCZAJ attempts promotion of an alternative strategy aimed at creating bonds with used items, which may also weaken the willingness to buy new things and limit consumerist attitudes.

As part of the Mieczysław Bekker scholarship of NAWA 2021, Magdalena Hoły-Łuczaj will carry out research in 2022 at the Freie Universität Berlin (Free University of Berlin). The project concerns changes in the latest reception of the tradition of continental philosophy, with particular emphasis on the ideas of Martin Heidegger. FU Berlin is one of the most important research centres in that field, therefore the stay will enable Ms Hoły-Łuczaj to thoroughly explore the subject matter.

**Konrad SZOCIK, Ph.D.**, Assistant Professor at the UITM Chair of Social Sciences, carries out his research in the academic year 2021/2022 at Yale University, USA. The Yale Interdisciplinary Centre for Bioethics is part of the Institution for Social and Policy Studies (ISPS) at Yale, where Mr SZOCIK works as a visiting fellow within the Mieczysław Bekker scholarship from the National Agency for Academic Exchange (NAWA). During his stay from September 2021 to September 2022, Mr SZOCIK will be developing international cooperation with foreign scientists and implement the research project entitled "Genetics, Ethics and Colonisation of the Cosmos. Bioethical issues in future crewed space missions".

Young employees of the Faculty of Media and Social Communication are among the outstanding scientists appreciated by the Ministry of Science and Higher Education (currently the Ministry of Education and Science). Scholarships are awarded for conducting innovative research at a high level and impressive scientific achievements on an international scale.

**Konrad SZOCIK, Ph.D.** – Minister of Science and Higher Education scholarship holder of 2019

**Kamil ŁUCZAJ, Ph.D.** – Minister of Science and Higher Education scholarship holder of 2019

## FIELDS OF STUDY AT THE FACULTY OF MEDIA AND SOCIAL COMMUNICATION

Journalism and Social Communication

English Philology

Computer Graphics and Multimedia Production

Digital communication

DOCTORAL SEMINAR Social Communication and Media Studies

# DESCRIPTIONS OF FIELDS OF STUDY

## **JOURNALISM AND SOCIAL COMMUNICATION**

### SECOND-CYCLE STUDIES

Modern society is based on information – its creation, transmission, transformation. Media and social communication are today the focus of both scientists and practitioners, in relation to the processes of mediatization of various aspects of social life.

The studies are dedicated to people with versatile interests and talents, for whom working in the environment of new technologies is as important as contact with people. In educating students special emphasis is placed on practice and individual care of the best teachers, supported with access to high-class multimedia equipment.

For involved students, Journalism and Social Communication offers unlimited opportunities for professional and creative development by working in professional academic media from the very first year of study and apprenticeships in the largest companies in the region.

From the very beginning, students have contact with representatives of companies where in the future they may find their place of student training and then employment. As part of the “Business Lodge – Employers’ Salon” project, Journalism and Social Communication students meet with representatives of media and marketing agencies.

The strategic partners of the studies are:

- IAB Polska;
- Polish Press Agency;
- Brand24;
- cux.io;
- Interactive Vision creative agency

*Within second-cycle Journalism and Social Communication studies, the following specialties are offered:*

### **SOCIAL MEDIA IN BUSINESS**

The amounts allocated by clients for advertising and marketing activities on the Internet are growing every year, and all forecasts indicate that the digital marketing industry has a long time of dynamic development before it. The aim of studies in this specialty is to educate highly qualified professionals for media work. There is a great demand for specialists in social media in the labour market. Studies in this specialty prepare for work in social media. Students gain practical skills which will allow them to create professional multimedia content for social media, using various tools. The studies help develop effective online communication strategies for companies or private labels.

It is a specialty for people who are passionate about the latest technologies and the Internet, and who want to consciously and professionally shape their own and corporate image.

### **IMAGE COMMUNICATION**

The aim of studies in this specialty is to prepare students for work within shaping the image of companies, institutions and people in every industry. Demand in the labour market for such specialists has not diminished for years. Studies in this specialty prepare students for work e.g. in creative agencies, public relations agencies, or as press spokespeople.

It is a specialty for people who want to gain knowledge and skills in creating image in the media, especially on the Internet.

Students of Journalism and Social Communication have set up **INTRO MEDIA** – Media Group, having at their disposal e.g. a professional radio studio and a TV studio used in multimedia production as well as in the education process. Students also create their internet magazine – **Intro Magazine**, perfecting their media workshop.

## **ENGLISH PHILOLOGY**

### **FIRST-CYCLE STUDIES**

This field is mainly oriented towards the business sector with its international character, which produces a demand for language skills – both for direct business contact and for translations. English Philology offers unique specialisations focusing on working in business environment. Much emphasis is placed on active teaching methods using IT and multimedia technologies.

During their studies, students gain knowledge in linguistics, history of language, translation, literary theory, as well as the history, culture and literature of the English-speaking countries. Students learn to differentiate language registers and styles in various types of texts and correctly interpret, prepare and translate texts in accordance with their functions and the nature of the recipient. Additionally, students gain experience necessary for creatively solving communication issues, which often hinder effective realisation of a venture.

There is also a unique offer of a **special educational path with Chinese**. At those studies, students have an exceptional chance of spending a semester or year at our partner university (Anshan Normal University) in an intensive course of Chinese, at the end of which they receive a diploma of course completion and the possibility to receive a language certificate (students pay only for the journey).

**English Philology offers the possibility to:**

- learn two foreign languages;
- perfect your pronunciation in the Specialist Digital Language Laboratory;
- study abroad within the Erasmus programme;
- take advantage of additional courses in English.

**The strategic partners of English Philology are:**

- Pearson;
- Skrivanek;
- the Chamber of Industry and Commerce in Rzeszów.

Our business partners ensure that their specialists provide consultation and opinions on the curriculum, as well as share information on new requirements and trends in the labour market in Poland, the European Union and in the world.

*English Philology offers  
the following specialties:*

**INTERNATIONAL COMMUNICATION IN BUSINESS**

**The specialty starts at the 4th semester of studies and allows to:**

- learn theories, strategies and specialised vocabulary within international communication and business communication.
- take intensive language courses, integrated with a block of classes in international communication as well as business communication and management.
- gain perfect orientation in areas concerning international relations.
- effectively use the gained knowledge in everyday functioning of a company and specialised departments (PR, advertising, negotiations). The curriculum includes e.g.: Communication Study, International Business, Language as a Business Tool, Language of Persuasion and Advertising, Business English. .

A graduate is prepared to work as a manager, business consultant for international cooperation, or a specialist in Business English.

It is also possible for a graduate to find work as a specialist for international cooperation in public administration bodies, like a Voivodship Office, a Marshal's Office, self-government at district and commune level, as well as in translation agencies.

**TRANSLATION**

**The specialty starts at the 4th semester of studies and allows to:**

- learn the culture and history of English-speaking countries and various theories and techniques of translation and interpretation.
- learn to use specialised language in selected disciplines.
- develop communication competence necessary to work in an international environment.
- learn e.g. about the use of computers in the work of a translator and editor, current conditions of a translator's and interpreter's work, as well as main issues of collaborating with the publishing market.

The curriculum includes e.g.: Introduction to Translation, General Translation, Specialised Translation, Interpretation, Special Purpose Texts.

A graduate will be prepared to work as a translator or interpreter, organiser and promoter of the culture of particular countries, editor or journalist. It is also possible for a graduate to find work in consulting, in Human Resources or in foreign-language publishing offices.

### **TRANSLATION WITH CHINESE – A SEPARATE EDUCATIONAL PATH**

**The specialty starts at the 1st semester of studies and allows to:**

- learn the culture and history of the particular language area, with particular consideration of China, and various theories and techniques of translation and interpretation;
- learn to use specialised language in selected disciplines;
- develop communication competence necessary to work in an international environment;
- learn e.g. about the use of computers in the work of a translator and editor, current conditions of a translator's and interpreter's work, as well as main issues of collaborating with the publishing market.

The curriculum includes e.g.: Introduction to Translation, General Translation, Specialised Translation, Interpretation, Special Purpose Texts.

A graduate is prepared to work as a translator or interpreter, organiser and promoter of the culture of particular countries, editor or journalist. It is also possible for a graduate to find work in consulting, in Human Resources or in foreign-language publishing offices.

### **ENGLISH PHILOLOGY – STUDIES IN ENGLISH COMMUNICATION IN BUSINESS WITH CHINESE OR GERMAN**

The specialty is conducted only in English. It starts at the 1st semester and allows to:

- study in a multicultural environment.
- learn theories, strategies and specialised vocabulary within international communication and business communication.
- take intensive courses of two languages, integrated with a block of classes in international communication as well as business communication and management.
- gain perfect orientation in areas concerning international relations.
- effectively use the gained knowledge in everyday functioning of a company and specialised departments (PR, advertising, negotiations).
- the specialty with Chinese as the second language allows to study in China for 6 months and obtain a certificate in Chinese. Importantly, the exchange programme continues even in pandemic conditions, mainly through online courses in cooperation with Anshan Normal University.

The curriculum includes e.g.: Communication Study, International Business, Language as a Business Tool, Language of Persuasion and Advertising, Business English.

A graduate of the specialty is prepared to work as a manager, business consultant for international cooperation, or a specialist in Business English. It is also possible for a graduate to find work as a specialist for international cooperation, in HR or marketing departments of international companies.

## COMPUTER GRAPHICS AND MULTIMEDIA PRODUCTION

### FIRST-CYCLE STUDIES

Computer Graphics and Multimedia Production is conducted at UITM since 2015. The field was created with a view to the needs of the labour market, based also on long-time experiences in educating computer graphic artists (within a specialty conducted at Journalism and Social Communication since 2008). First-cycle studies take 6 semesters and graduates obtain the title of bachelor's degree.

The market of graphic services is dynamically changing and developing. The upward trend visible in the graphics industry (increasing demand for specialists) makes this field of study enjoy much popularity among candidates. On study completion, the graduate is ready to work as: graphic designer, multimedia director, Web designer, full stack designer, corporate identity system designer, specialist for multimedia technology, screen designer, e-commerce graphic designer, sound and image editor. A graduate of this field may also provide valuable support to marketing and PR teams developing communication, social or political campaigns.

Laboratory classes are conducted by practitioners, whose everyday job involves graphic design, 3D graphics or multimedia. That allows students to gain and verify skills which are actually in demand in the regional and national labour market. The students can use the Laboratory of Virtual Reality and Image Processing, TV Studio, Photo Studio, Radio Studio, or Laboratory of Sound Processing and Acoustics. After first-cycle studies in Computer Graphics and Multimedia Production, graduates may continue their education at second-cycle Journalism and Social Communication studies (which offers e.g. the specialty of Computer Graphics in Media).

#### **Strategic partners of the field are:**

- SimplicityGames
- VeraShape
- Deloitte
- InteractiveVision
- Juice
- People Can Fly

*Computer Graphics and Multimedia Production offers the following specialties:*

#### **COMPUTER GAMES DESIGN**

(starting at the 1st semester)

The specialty responds to the demand appearing in the labour market. The trend related to the development of the entertainment market (in particular as concerns digital games) is very strong and opens new broad opportunities. Today, just about anyone can design and develop a simple computer game. However, it is an issue to do so at a professional level – and that is what this educational offer responds to. It allows for cross-sectional and complementary education of professionals in designing and developing digital games.

### **VISUALIZATION AND SPECIAL EFFECTS**

The specialty allows to learn the details of the production process in the creative industry already during studies. The studies allow to gain creative space for the realisation of passion and further development.

### **INTERACTIVE DESIGN**

The specialty focuses on design activities. Potential employers may include: furniture manufacturing companies, producers of all kinds of equipment (e.g. to control machines or production lines), the fashion industry, and the interactive industry (e.g. game studios). A graduate of the specialty has technical and creative skills to implement ambitious utility projects. They also have background related to project prototyping and testing. Their competences include knowledge of several design approaches and the ability to choose the approach which provides the greatest efficiency to the client.

### **VISUAL COMMUNICATION IN MARKETING**

Courses in this specialty are focused strictly on practice. Most of them are conducted by practitioners who are involved with graphic design, multimedia graphics or branding on a daily basis. That gives students the opportunity to gain skills necessary in the labour market. The studies allow students to broaden their horizons also through general academic courses. Particular emphasis is placed on issues related to corporate marketing communication, public relations and advertising, as well as branding.

The curriculum includes e.g.: Typography, DTP, Advertisement Forms Workshop, Branding, Brand and Corporate Identity System Design, Graphic Design Workshop, Visual Communication.

## DIGITAL COMMUNICATION

### FIRST-CYCLE STUDIES

Digital Communication studies respond to the rapidly changing realities of today's world. The digital transformation of business requires educating specialists in methods and tools which keep pace with the changes. That field of study offers an innovative concept of education, and is unique on a national scale.

The main goal of education at first-cycle degree Digital Communication studies, with a practical profile, is to equip students with competences related to communication in today's mediatised and digitalised world, using modern channels (in the area of new technologies), tools and methods which can be effectively used at work in various types of organisations (media, enterprises, local government units, non-governmental organizations, own business activity), as well as in marketing communication (especially with the use of social media) and internal communication in organisations.

The studies are to prepare students for professional work which requires advanced specialist skills, in various types of entities, including media and marketing (public relations, internet marketing, media relations, image communication, promotion, internet industry), as well as work in HR departments, communication and other departments concerned with employer branding, information management, organising and coordinating remote work, training in online environment, as well as cooperation and management of virtual, dispersed or intercultural teams.

#### **The strategic partners of the studies are:**

- Ringier Axel Springer Polska
- Sagitum
- IAB Polska
- Deloitte;
- Ideo - Software House and Interactive Agency.

*The following specialties are offered in Digital Communication studies:*

#### **SOCIAL MEDIA IN BUSINESS**

A specialty covering issues related to the use of social media by companies, both in terms of marketing and community management, building an image or brand, conducting online business, creating various types of content in order to gain a regular group of customers, building lasting customer relationships using modern communication technology.

#### **WORKING IN AN ONLINE ENVIRONMENT**

A specialty which prepares graduates to become specialists in modern communication using Internet technologies, applicable both in dealing with clients and in managing internal communication in an organisation, as well as in organising remote work in companies; and specialists in online communication systems design, training organisation and work organisation of virtual teams.

## DOCTORAL SEMINAR

Since 2016, the doctoral seminar in Social Studies has been preparing candidates to write and defend their doctoral dissertations and obtain the academic degree of Doctor of Social Studies in Social Communication and Media Studies.

The practical education programme allows to develop such skills as conducting independent research and collaborating within research teams, provides opportunities to participate in academic research in Poland and abroad, provides methodological and discipline-related foundations for writing research papers, allows to prepare for the doctoral exam within the curriculum, as well as to initiate the procedure for conferring the doctoral degree.

### **The doctoral seminar is particularly addressed to people who:**

- work in the media at managing positions;
- are responsible in companies, institutions and organisations for managing information, internal communication, contact with mass media and PR activities;
- are professionally engaged in shaping social relationships with the use of new media, represent the sector of marketing communication, promotion and advertising;
- are engaged in media education and wish to improve their knowledge, pedagogical skills and media competence;
- wish to engage in research and work in research institutions within media and social communication and for whom a doctoral degree would be an important step in their research career.

High quality of classes conducted within the doctoral seminar is guaranteed by UITM faculty, whose experience and research work translates into high-quality doctoral dissertations and very good preparation of the seminar participants for exams and the procedure for conferring the doctoral degree.

### **Beside the academic degree of a Doctor of Social Studies in Social Communication and Media Studies, participants gain:**

- cross-sectional knowledge in social studies, including the most up-to-date scientific achievements;
- advanced detailed knowledge, in particular within social communication and media studies;
- skills within research methodology;
- social competences related to research activity and the role of a researcher.

You can participate in the doctoral seminar in the full six-semester mode or in a shorter mode within an individual course of studies.

Recruitment for the Doctoral Seminar is conducted on a continuous basis.

# SCIENTIFIC RESEARCH

## SCIENTIFIC RESEARCH PROJECTS FINANCED FROM EXTERNAL SOURCES

### *Semi-workers and semi-competitors? The interplay of competition and labour law in times of “platformisation”*

Project Partner: **Universidade Católica Portuguesa, Porto Faculty of Law**

Project Manager: **Agata Jurkowska-Gomułka, Assoc. Prof., Ph.D.** [ajurkowska@wsiz.edu.pl](mailto:ajurkowska@wsiz.edu.pl)

The research project focuses on the legal problems arising from the dual status of people working for electronic platforms (such as e.g. Uber). Such people formally have a self-employed (entrepreneur) status, while in reality their activity brings them closer to the status of entrepreneurs. The project provides a scientific reflection on that double status of people employed by electronic platforms and assumes its translation into proposals for legislative and jurisprudence solutions at the European and national level.

Implementation period: **2022–2024**

Financing: **Joint research projects of Poland and Portugal (NAWA - Fundação para a Ciência e a Tecnologia)**

### *Multimedia & Communication in Education & Science*

Project Manager: **Sławomir Gawroński, Assoc. Prof., Ph.D.** [sgawronski@wsiz.edu.pl](mailto:sgawronski@wsiz.edu.pl)

The aim of the project is to further the current partnership through faculty exchange, establishing joint research teams and realisation of two international research projects, resulting in numerous publications of an international character. The key area of collaboration is science and teaching within media and social communication, in particular within new communication technologies.

Implementation period: **2.10.2019–1.10.2022**

Financing: **International Academic Partnerships of NAWA (Polish National Agency for Academic Exchange)**

### *Bioethics of Space Exploration*

Project Manager: **Konrad Szocik, Ph.D.** [kszocik@wsiz.edu.pl](mailto:kszocik@wsiz.edu.pl)

The project aims at outlining the methodology of bioethics of space missions, analysing the main biomedical procedures that can be applied in space such as human modification and genetic modification, comparing the space environment with the terrestrial environment in terms of similarities and differences and their moral implications, and finally considers the concept of biomodification of morality, which may be rather controversial but is discussed in subject literature.

Implementation period: **11.02.2022–10.02.2025**

Funding: **OPUS NATIONAL CENTER FOR SCIENCE (DEC-2021/41/B/HS1/00223)**

## ***Culturally Mobile Academics? The Experience of Upward Mobility in a Narrative Perspective***

Project Manager: **Kamil Łuczaj, Ph.D.** [kluczaj@wsiz.edu.pl](mailto:kluczaj@wsiz.edu.pl)

The subject of the study are “upward mobility narratives” of scientists employed at Polish universities. The main objective of the study is to analyse the career paths of working class individuals who have become university professors and assistant professors. The project critically refers to Pierre Bourdieu’s theory of capitals, which on the one hand offers a convincing theory of social differentiation, but on the other hand leaves room for improvement in the analysis of social mobility.

Implementation period: **18.06.2020–17.06.2023**

Financing: **Sonata Programme of the National Science Centre (SONATA 15) (2019/35/D/HS6/00169)**

## ***Media competences of students and teachers as the key to education in a mediatised society***

Project Manager: **Andrzej Adamski, Assoc. Prof., Ph.D.** [aadamski@wsiz.edu.pl](mailto:aadamski@wsiz.edu.pl)

Media competences are considered crucial in the modern world. Yet there are no systemic solutions for shaping media competences of teachers and preparing them for developing such competences in their students. The aim of the project is quality improvement and adjustment of the educational offer by developing: 1 tool for the diagnosis of students’ media competences, 3 training programmes, and 1 postgraduate study programme for teachers within media education, as well as recommendations for changes in the Polish media education system for students and teachers through a project of an integrated system of media education in all types and levels of schools until June 2022.

Implementation period: **1.11.2020-30.06.2022**

Financing: **Norway Funds**

## ***Lexicon of Polish Logicians 1900–1939***

Project Manager: **Prof. Jan Woleński**

The project comprises the preparation of a lexicon of Polish logicians active between 1900 and 1939. The time period is understandable historically. However, the entries in the lexicon will also include later research of particular logicians. Planned are 130 biographical entries and a leading article presenting the general background of the development of logic in Poland and directions of research in logic.

Implementation period: **1.10.2019–30.09.2022**

Financing: **National Programme for the Development of Humanities at the Ministry of Science and Higher Education**

***Ethical foundations for establishing environmental policy.  
Dialog between philosophy of technology and environmental  
philosophy on the example of discourse on utility objects***

Project Manager: **Magdalena Hoły-Łuczaj, Ph.D.** [mholy@wsiz.edu.pl](mailto:mholy@wsiz.edu.pl)

The project aims to provide a deepened analysis of the status of technical artefacts (utility objects) in environmental philosophy and the philosophy of technology, which will serve to establish argumentation strategies concerning the possibility to include artefacts within ethical reflection. The revision of ethical assumptions on the nature of artefacts should translate into recommendations as to establishing specific environmental policy. The main issue will be to depart from perceiving technical artefacts in an exclusively negative manner – only as threats to the natural environment – and attempt to construct a positive attitude towards them, as objects worth of respect and care, which may impact their consumption patterns.

Duration: **22.11.2019–21.11.2021**

Financing: **Dialog Programme of the Ministry of Science and Higher Education (0023/DLG/2019/10)**

***International scientists in Poland: motivations,  
careers and scientific potential***

Project Manager: **Kamil Łuczaj, Ph.D.** [kluczaj@wsiz.edu.pl](mailto:kluczaj@wsiz.edu.pl)

The aim of the project was to examine the cultural and institutional practices of scientists from abroad who live and work in Poland. The research was meant to explain the relationships between migrational biographies and ethnic and family practices of highly qualified specialists against the development of institutional scientific life in Poland.

Duration: **22.12.2017–21.12.2019**

Financing: **Dialog Programme of the Ministry of Science and Higher Education (0142/DLG/2017/10)**

## SCIENTIFIC RESEARCH FINANCED WITH GRANTS OF THE MINISTRY OF SCIENCE AND HIGHER EDUCATION

### ***Subject: COVID Gendered Academic Productivity – Polish Perspective***

Project Manager: **Iwona Leonowicz-Bukała, Ph.D.** [ileonowicz@wsiz.edu.pl](mailto:ileonowicz@wsiz.edu.pl)

Members of the research team are: Iwona Leonowicz-Bukała, Ph.D. (UITM), Olga Kurek-Ochmańska, Ph.D. (UITM), Monika Struck-Peregończyk, Ph.D. (UITM), Agata L. Lambrechts (USI Università della Svizzera italiana, Lugano, Switzerland)

Polish edition of the international research project COVID G.A.P., devoted to scientific productivity during a pandemic, and carried out by a team of researchers from 15 scientific centres in the U.S., Switzerland, Poland and Qatar. The project involves qualitative research related to the scientific work of male and female researchers during the pandemic crisis and its possible long-term impact on scientific development in the context of gender differences.

Implementation period: **March 2020 – December 2022**

### ***Subject: Skilled foreign national needed immediately? A comparative analysis of media representations and life stories of medical professionals***

Project Manager: **Olga Kurek-Ochmańska, Ph.D.** [okurek@wsiz.edu.pl](mailto:okurek@wsiz.edu.pl) , **Monika Struck-Peregończyk, Ph.D.** [mstruck@wsiz.edu.pl](mailto:mstruck@wsiz.edu.pl)

The main objective of this research project is a comparative analysis of media representations and life stories of two categories of highly skilled migrants who decided to live and work in Poland: 1. physicians and 2. nurses with university degrees. The comparison of those two groups aims to capture the similarities and dissimilarities of long-term migration patterns.

Implementation period: **2021-2022**

### ***Subject: Social responsibility of public administration at the regional and local level***

Project Manager: **Agata Jurkowska-Gomułka, Assoc. Prof., Ph.D.** [ajurkowska@wsiz.edu.pl](mailto:ajurkowska@wsiz.edu.pl)

The aim of the project is to evaluate implementation of the notion of social responsibility of public administration (governmental and local government level) in the Podkarpackie voivodeship through:

- a) Identification of reception degree of social responsibility notion of public administration at governmentally administered institutions and local government bodies;
- b) Identification of actual activities in the field of social responsibility of administration taken by administrative institutions (2018-2020).

Implementation period: **2021-2022**

# PUBLICATIONS

List of selected publications since 2020:

## MEDIA AND SOCIAL COMMUNICATION

Dariusz Tworzydło, Sławomir Gawroński, Agata Opolska-Bieleńska, Mateusz Lach. (2022). Changes in the demand for CSR activities and stakeholder engagement based on research conducted among public relations specialists in Poland, with consideration of the SARS-COV-2 pandemic. *Corporate Social Responsibility and Environmental Management*, ISSN: 1535-3958, 2022;29:135–145. <https://doi.org/10.1002/csr.2189>.

[Publication](#)

Monika Kaczmarek-Śliwińska, Gabriela Piechnik-Czyż, Anna Jupowicz-Ginalska, Iwona Leonowicz-Bukała, Andrzej Adamski. 2022. Social Media Marketing in Practice of Polish Nationwide Catholic Opinion-Forming Weeklies. Case of Instagram and YouTube. *Religions* 13, no. 1: 19. <https://doi.org/10.3390/rel13010019>.

[Publication](#)

Aldona Piwko, Zofia Sawicka, Andrzej Adamski. Islamic doctrine on mass media: from theological assumptions to the practical ethics of the media. *Journal for the Study of Religions and Ideologies*, vol. 20, issue 60(Winter2021):191-210. ISSN: 1583-0039.

[Publication](#)

Ali Ghorbi, Mohsen Fazeli-Varzaneh, Erfan Ghaderi-Azad, Marcel Ausloos, Marcin Kozak. Retracted papers by Iranian authors: causes, journals, time lags, affiliations, collaborations. *Scientometrics*, ISSN: 0138-9130, 126, 7351–7371 (2021). [Publication](#)

Anna Jupowicz-Ginalska, Marcin Szewczyk, Andrzej Kiciński, Barbara Przywara and Andrzej Adamski. Dispensation and Liturgy Mediated as an Answer to COVID-19 Restrictions: Empirical Study Based on Polish Online Press Narration. *Religions*, ISSN: 2077-1444 (2077-1444), 2021, 12, 127. s. 1-29. <https://doi.org/10.3390/rel12020127>. [Publication](#)

Arkadiusz Gawęł, Marzena Mańdziuk, Marek Żmudziński, Małgorzata Gosek, Marlena Krawczyk-Suszek, Mariusz Pisarski, Andrzej Adamski, Weronika Cyganik. Effects of Pope Francis' Religious Authority and Media Coverage on Twitter User's Attitudes toward COVID-19 Vaccination. *Vaccines* 2021, 9(12), 1487. [Publication](#)

Barbara Przywara, Andrzej Adamski, Andrzej Kiciński, Marcin Szewczyk, Anna Jupowicz-Ginalska. Online Live-Stream Broadcasting of the Holy Mass during the COVID-19 Pandemic in Poland as an Example of the Mediatization of Religion: Empirical Studies in the Field of Mass Media Studies and Pastoral Theology [w:] *Religions*, ISSN: 2077-1444, 2021, 12(4), 261. [Publication](#)

Dariusz Tworzydło, Sławomir Gawroński, Ewelina Nycz. Changes in the Journalist's Profession Caused by the COVID-19 Pandemic in the Context of Relations with Representatives of the Public Relations Industry, *European Research Studies Journal*, ISSN: 1108-2976, 2021, 24 (2B), 39-51, [Publication](#)

Dariusz Tworzydło, Sławomir Gawroński, Przemysław Szuba. Importance and role of CSR and stakeholder engagement strategy in Polish companies in the context of activities of experts handling public relations. *Corporate Social Responsibility and Environmental Management*, ISSN: 1535-3966, 2021;28:64–70. <https://doi.org/10.1002/csr.2032>. [Publication](#)

Iwona Leonowicz-Bukała, Andrzej Adamski, Anna Jupowicz-Ginalska. Twitter in Marketing Practice of the Religious Media. An Empirical Study on Catholic Weeklies in Poland, [in:] Religions 2021, 12(6), 421; ISSN: 2077-1444. [Publication](#)

Iwona Leonowicz-Bukała, Anna Martens, Barbara Przywara. Digital Natives Disconnected. The qualitative research on the effects of being offline for 7 days among groups of Polish and international students in Rzeszow and Warsaw. Przegląd Badań Edukacyjnych, ISSN: 1895-4308, 1/2021, 2021. <https://doi.org/10.12775/PBE.2021.032>. [Publication](#)

Mariusz Pisarski, Aleksandra Gralczyk. 2021. From Disruption to Dialog: Days of Judaism on Polish Twitter. Religions 12: 828. ISSN: 2077-1444. <https://doi.org/10.3390/rel12100828>. [Publication](#)

Mariusz Pisarski. (2021). Kropka nad „e”. Porządkowanie literatury cyfrowej. Porównania, ISSN: 1733-165X, 28(1), 569-577. <https://doi.org/10.14746/por.2021.1.26>. [Publication](#)

Sławomir Gawronski, Kinga Bajorek, Dariusz Tworzydło, Anna Karwacka, Communication Management within Community Relations by Local Governments in Poland, European Research Studies Journal, ISSN: 1108-2976, Volume XXIV, Issue 1, 395-409, 2021, DOI: 10.35808/ersj/1969. [Publication](#)

Sławomir Gawroński, Dariusz Tworzydło, Kinga Bajorek. Determinants for the Development of the Activity of the Catholic Church in Poland in the Field of Social Communication. Religions 2021, 12, 845. <https://doi.org/10.3390/rel12100845>. [Publication](#)

Sławomir Gawroński; Dariusz Tworzydło; Kinga Bajorek; Łukasz Bis. 2021. A Relic of Communism, an Architectural Nightmare or a Determinant of the City's Brand? Media, Political and Architectural Dispute over the Monument to the Revolutionary Act in Rzeszow (Poland), Arts, ISSN: 2076-0752, Vol. 10, Issue 1, 8. DOI: 10.3390/arts1001000. [Publication](#)

Zofia Sawicka, Aldona Piwko, Andrzej Adamski. Opinion-forming tv stations in the middle east political and religious aspects. European Journal of Science and Theology, ISSN: 1841-0464, February 2021, Vol.17, No.1, 79-92. [Publication](#)

Zofia Sawicka, Aldona Piwko, Andrzej Adamski. Terrorism, Politics, Religion Challenges for News Media in The Middle East. European Journal of Science and Theology, ISSN: 1841-0464, 2021, vol. 17, issue 3, pp. 11-23. [Publication](#)

Andrzej Adamski, Bogumiła Suwara. Scientific Communication in the Mediatized World: Visual Interfaces of Science and Theology. European Journal of Science and Theology, ISSN: 1841-0464, 2020 vol 16 no.3, pp. 79-93. [Publication](#)

Andrzej Adamski, Anna Jupowicz-Ginalska, Iwona Leonowicz-Bukała, Polish Nationwide Catholic Opinion-Forming Weeklies on Social Media—From Theoretical Introduction to Empirical Approach. Religions, ISSN: 2077-1444, 2020, 11(4), 190; <https://doi.org/10.3390/rel11040190>. [Publication](#)

Andrzej Adamski, Barbara Przywara, Sylwia Przybyło. The Church's attitude towards the means and philosophy of communication in the 9th and 16th centuries: courage and trust versus escape and censorship, Konstantinove Listy, ISSN: 1337-8740, 13/2, 2020, s. 111-123. [Publication](#)

Anna Jupowicz-Ginalska, Iwona Leonowicz-Bukała, Andrzej Adamski. Polish Nationwide Catholic Opinion-Forming Weeklies on Facebook – a Marketing Perspective. Religions, ISSN: 2077-1444, 2020, 11(5), 246; <https://doi.org/10.3390/rel11050246>. [Publication](#)

Dariusz Tworzydło, Sławomir Gawroński, Marek Zajic. Catholic Church in Poland in the face of paedophilia. Analysis of image actions. European Journal of Science and Theology, ISSN: 1842-8517, 16 (5), 2020, s. 159-1724. [Publication](#)

Dariusz Tworzydło, Sławomir Gawroński, Przemysław Szuba, Łukasz Bis. The Condition of the Public Relations Industry in Poland: Current Situation and Threats Related to COVID-19. European Research Studies Journal, ISSN: 1108-2976, 23 (Special 2), 2020. S. 713-732. [Publication](#)

## PUBLICATIONS

Kamil Łuczaj, Magdalena Hoły-Łuczaj. How Academics outside Global Research Centers Challenge Limitations in Access to Scholarly Literature. *PORTAL-LIBRARIES AND THE ACADEMY*, ISSN: 1531-2542, Volume 20, Number 4, October 2020, s. 715-727. [Publication](#)

Kamil Łuczaj, Magdalena Hoły-Łuczaj. Live streaming at international academic conferences: Cooling down the digital optimism, *Elementa-Science of the Anthropocene*, ISSN: 2325-1026 (2325-1026), 8: 38. 2020, 1-4. [Publication](#)

Kinga Bajorek, Sławomir Gawroński. A Real Witcher—Slavic or Universal; from a Book, a Game or a TV Series? In the Circle of Multimedia Adaptations of a Fantasy Series of Novels „The Witcher” by A. Sapkowski. *Arts*, ISSN 2076-0752, Vol. 4.9, 2018, 2020, s. 102, DOI: 10.3390/arts9040102. [Publication](#)

Mariusz Pisarski. When new media turn old: Towards object-oriented translation of historical digital literature. *World Literature Studies*, ISSN: 1337-9275, 12(2020):1, s. 82-96. [Publication](#)

Sławomir Bylina, Andrzej Adamski, Barbara Przywara. The holy see's approach towards public security threat in ukraine media image and reality. *European Journal of Science and Theology*, ISSN: 1841-0464, 16:4, 2020, s. 53-64. [Publication](#)

Tomasz Goban-Klas. *Rwący nurt mediów, Mediocen – nowa faza mediatyzacji życia społecznego. Pisma z lat 2012–2020*, s. 428, Wydawnictwo WSIZ i Universitas, Rzeszów-Kraków 2020, ISBN: 978-83-242-3680-0

## POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

Kamil Łuczaj and Miloslav Bahna. International Scholars in Academic Semi-Peripheries: A Sign of Research Excellence or a Remedy for Staff Shortages? [In:] *The Experiences of International Faculty in Institutions of Higher Education. Enhancing Recruitment, Retention, and Integration of International Talent*. Edited By Chris R. Glass, Krishna Bista, Xi Lin. Copyright Year 2022, Routledge. ISBN 9780367521035. [Publication](#)

Kamil Łuczaj, Olga Kurek-Ochmńska, And Andrzej Rozmus. Managing the Pandemic: Perspectives of Campus Administrative Staff at a University in Poland, pp. 79-90. [in:] Bista K, Allen RM, Chan RY. *Impacts of COVID-19 on International Students and the Future of Student Mobility: International Perspectives and Experiences*. 1st ed. London: Routledge; 2022 pp. 232. [Publication](#)

Konrad Szocik. Why catastrophic events, human enhancement and progress in robotics may limit individual health rights. *Monash bioethics review*, ISSN: 1321-2753 (2022). <https://doi.org/10.1007/s40592-021-00150-4>. [Publication](#)

Agata Jurkowska-Gomułka, Kamilla Kurczewska, Yuriy Bilan. (2021). Corporate social responsibility in public administration. Case of Polish central administrative institutions. *Administrative Management Public*, ISSN: 1583-9583, 36, 116-133. DOI: 10.24818/amp/2021.36-07. [Publication](#)

Aleksander Hall. *Anatomia władzy i nowa prawica*. Rzeszów-Kraków 2021. Wyd. Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie, Wydawnictwo WSIZ i ZNAK. s. 320. ISBN: 978-83-240-4432-0.

### [Publication](#)

Kamil Łuczaj, Olga Kurek-Ochmńska. Kariera akademicka „z przypadku”? Biografie akademików mobilnych społecznie w perspektywie narracyjnej. W: *Biografistyka Pedagogiczna*, Rok 6 (2021) nr 1, ISSN: 2543-6112; e-issn 2543-7399, doi: 10.36578/bp.2021.06.15.

### [Publication](#)

Kamil Łuczaj. Foreign-Born Scholars and Academic Entrepreneurship in Eastern Europe, *Journal of the Knowledge Economy*, ISSN: 1868-7865 (1868-7873), 02 January 2021, <https://link.springer.com/article/10.1007/s13132-020-00711-8>. [Publication](#)

Konrad Szocik, Mark Shelhamer, Martin Braddock, Francis A. Cucinotta, Chris Impey, Pete Worden, Ted Peters, Milan M. Cirkovic, Kelly C. Smith, Koji Tachibana, Michael J. Reiss, Ziba Norman, Arvin M. Gouw, Gonzalo

## PUBLICATIONS

Munevar. Future space missions and human enhancement: Medical and ethical challenges. In: *Futures*, ISSN: 0016-3287, 133 (2021) 102819, <https://doi.org/10.1016/j.futures.2021.102819>.

### Publication

Konrad Szocik. Space bioethics: Why we need it and why it should be a feminist space bioethics. [in:] *Bioethics*. ISSN: 1467-8519, 2021;35:187–191. <https://doi.org/10.1111/bioe.12803>.

### Publication

Konrad Szocik. The biologically optimized spacefarer. [in:] *Science*, ISSN: 0036-8075, 2021, Vol. 372, Issue 6541, pp. 469, DOI: 10.1126/science.abh0098.

### Publication

Magdalena Hoły-Łuczaj. Being-toward-death in the Anthropocene. On the possibility of contributing-toward-the-death-of-others. [W:] *Forum Philosophicum* 26 (2021) no. 2, 263–280, ISSN 1426-1898 e-ISSN 2353-7043.

### Publication

Olga Kurek-Ochmańska, Kamil Łuczaj. 'Are you crazy? Why are you going to Poland?' Migration of Western Scholars to Academic Peripheries, *Geoforum*, ISSN: 0016-7185, Volume 119, February 2021, s. 102-110.

### Publication

Sylwia Banaś-Mazur. Rola grup interesu w procesie tworzenia samorządów zawodów w ochronie zdrowia. Oficyna wydawnicza ASPRA, Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie, 2021. ISBN: 978-83-66551-24-4; 978-83-8209-173-1, s. 328.

### Publication

Tomasz Wójtowicz, Konrad Szocik. Democracy or what? Political system on the planet Mars after its colonization [in:] *Technological Forecasting and Social Change*, ISSN: 0040-1625, Volume 166, May 2021, 120619, doi 10.1016/j.techfore.2021.120619.

### Publication

Zuzana Virglerová, Jaroslav Belás, Katarzyna Kurzępa-Dedo, Tomáš Krulický. (2021). Perceiving of legal risk and the role of public sector in SMEs of V4 countries. *Administratie si Management Public*, 36, 181-195. DOI: 10.24818/amp/2021.36-11.

### Publication

Kamil Łuczaj, Beata Bielska, Olga Kurek-Ochmańska, J. Mucha (2020). Osiadłe ptaki. Urodzeni za granicą pracownicy polskich instytucji akademickich. Wydawnicwa AGH oraz Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie. 182, ISBN: 978-83-66364-43-1, ISBN:978-83-66551-00-8.

### Publication

Kamil Łuczaj. Conceptualising the academic periphery: the case of Eastern European academic systems. *Globalisation Societies and Education*, ISSN: 1476-7724 (1476-7732), Volume 18, Issue 5, 2020, s. 511-527.

### Publication

Kamil Łuczaj. Foreign-born scholars in Central Europe: a planned strategy or a 'dart throw'? *Journal of Higher Education Policy and Management*, ISSN: 1360-080X (1469-9508), Volume 42, Issue 6, 2020, s. 602-616.

### Publication

Konrad Szocik, Steven Abood, Chris Impey, Mark Shelhamer, Jacob Haqq-Misra, Erik Persson, Lluís Oviedo, Klara Anna Capova, Martin Braddock, Rappaport, Christopher Corbally. Visions of a Martian Future. *Futures* 117, 102514. 2020. ISSN: 0016-3287.

### Publication

Konrad Szocik, Tomasz Wójtowicz, Margaret Boone Rappaport, Christopher Corbally. Ethical issues of human enhancements for space missions to Mars and beyond. *Futures* 115C, 102489. 2020. ISSN: 0016-3287.

## PUBLICATIONS

### Publication

Konrad Szocik. Holocaust memory and racism in the postwar world (book review). *Ethnic and Racial Studies*, ISSN: 1466-4356, Vol 43, Issue 13, 2020, s. 2505-2507.

### Publication

Konrad Szocik. Human Future in Space and Gene Editing: Waiting for Feminist Space Ethics and Feminist Space Philosophy. *Theology and Science*, 2020. ISSN: 1474-6719. DOI: 10.1080/14746700.2020.1693154.

### Publication

Margaret Boone Rappaport, Konrad Szocik, Christopher Corbally. Neuroplasticity as a foundation for human enhancements in space. *Acta Astronautica*, ISSN: 0094-5765, Vol 175, 2020, s. 438-446.

### Publication

Miloslav Bahna, Kamil Łuczaj. Explaining the role of international scholars in semi-peripheries. Evidence from Slovakia, *Studies in Higher Education*, ISSN: 0307-5079, 54:4, 2020, s. 706-722. Doi: 10.1080/03075079.2018.1550744.

### Publication

Olga Kurek-Ochmańska, Monika Struck-Peregończyk, Agata A. Lambrechts, (2020). New labels, new roles? Changes in portraying disabled people in the Polish press. *Economics and Sociology*, 13(1), 165-181. doi:10.14254/2071-789X.2020/13-1/111.

### Publication

# ACADEMIC JOURNALS



studia humana

QUARTERLY JOURNAL

Online quarterly. The articles published there focus on philosophy, political economy, political studies and sociology, theory of communication and decision-making.

Editor-in-chief: Prof. Jan Woleński

Publications in those journals are awarded 40 points in the rating of the Polish Ministry of Science and Higher Education.

[studiahumana.com](http://studiahumana.com)

**Soci@Communication**  
ONLINE JOURNAL

**Online journal focusing on the following areas:**

- contemporary journalism issues;
- contemporary mass media issues;
- public relations;
- marketing communication;
- visual communication;
- public and political communication;
- mass culture.

Editor-in-chief: **Sławomir Gawroński. Assoc. Prof., Ph.D.**

[socialcommunication.edu.pl](http://socialcommunication.edu.pl)

Publications in those journals are awarded 20 points in the rating of the Polish Ministry of Science and Higher Education.

The journals are indexed in renowned Polish and foreign bibliography bases.

# SCIENTIFIC CONFERENCES

## ORGANIZED PERIODICALLY

The **InternetBeta Conference**, the first and one of the largest events in Poland devoted to the Internet industry, bringing various environments related to the Internet and new technologies together. Its distinguishing feature is its interdisciplinarity: for three days, the conference is a meeting place for representatives of the most important advertising and digital agencies, investors, start-uppers, managers and owners of the largest websites and online stores, people responsible for marketing and innovation working for the largest and for niche brands, as well as sociologists and psychologists, and representatives of local governments and non-governmental organizations.

InternetBeta has been held each year since 2009 at the UITM Centre for International Education, where interesting lectures, presentations and workshops are held by experts and enthusiasts in their respective fields, as well as integration meetings, which are an excellent opportunity to establish new industry contacts.

From 2019, every two years, the conference also has a scientific panel "Beta Academics", addressed to researchers of social communication, visual arts, new media and new communication technologies. In 2021, the event received funding from the "Excellent Science" programme of the Polish Minister of Education and Science.

**Social responsibility of public administration** is the subject of a cyclical, nationwide scientific conference organised by the Rzeszow Branch of the Social Insurance Fund (ZUS), conference originators and the Chair of Political Sciences and Administration of the University of Information Technology and Management in Rzeszow (in 2016 as a partner of the event, and from 2017 as its co-organiser).

# SERVICE CENTRES

## UITM CENTRE FOR MODERN LANGUAGES

The activity of the UITM Centre for Modern Languages is consistent with the requirements resulting from the resolutions of the Bologna process and provisions of the Council of Europe concerning multilingualism. The examinations conducted here continue the long-term tradition of European language certificates, which have contributed to the development of foreign language teaching and learning in Europe and abroad for decades.

The UITM Centre for Modern Languages is also an Examination Centre of many renowned Polish and international institutions, where students can obtain numerous language certificates:

- The European Language Certificates (telc);
- London Chamber of Commerce and Industry (LCCI);
- Pearson Test of English General (PTE);
- Certificate in Polish as a Foreign Language issued by the Polish Ministry of Science and Higher Education.

**Within language certification, the Examination Centres' network under UITM Rzeszow have conducted nearly 84 000 telc, LCCI, ETS, PTE examinations and Certificate Examinations for Polish.**

The above-mentioned Examination Centres conduct examinations in: English, French, Spanish, German, Russian, Italian and Polish at various levels of language competence within general and specialised language.

**The telc and LCCI IQ language certificates are recognised by:**

- **the Ministry of Interior and Administration** as a certification confirming knowledge of a foreign language;
- **the Ministry of Education and Science**

- as a document exempting a doctoral candidate from an examination in a modern foreign language (Ministerial Regulation of 22nd September 2011)

- as a document exempting from an examination in a modern foreign language in the qualifying procedure for civil servants (Prime Ministerial Decree of 16th December 2009);

- telc examinations are included in the ministerial list of teachers' professional qualifications as accredited examinations, and so B2 to C2 exams are recognised in the qualifying procedure for teachers, including foreign language teachers (Regulation of the Minister of National Education of 1st August 2017 on detailed qualifications required of teachers).

Over 90 renowned state and non-state universities and educational institutions across Poland conduct their examinations through the telc Rzeszow Examination Centre. The UITM Centre for Modern Languages conducts regular training for licenced telc examiners in: English, German, French, Spanish, Russian and Polish.

## **CENTRE FOR POLISH CULTURE AND LANGUAGE (CKIJP)**

The Centre as a UITM unit is engaged in promoting Polish culture and language, including organisation of courses of Polish for foreigners who are planning to stay in Poland, gain Polish citizenship, or study in Polish at UITM or at other Polish universities. The University of Information Technology and Management in Rzeszow may boast of many years of experience teaching foreigners, as well as a good reputation abroad and an extensive educational offer of its own, covering various fields of study and different disciplines, such as technical, economic, social or humanistic studies.

With decisions No. 13/DWM/2016, 17/DWM/2018 and 13/DWM/2020 the Minister of Science and Higher Education has granted UITM the authority to organise examinations in Polish as a foreign language at all levels of language competence according to the Common European Framework of Reference. The Centre offers courses in Polish culture and language for foreigners, with a large number of teaching hours.

# RESEARCH AND DIDACTIC LABORATORIES

USED IN THE EDUCATIONAL PROCESS, IN RESEARCH, AND IN  
COMMERCIAL ACTIVITIES OF THE FACULTY



## LABORATORY OF VIRTUAL REALITY AND IMAGE PROCESSING

It was created as a response to the growing interest of the commercial and educational markets in issues related to computer graphics, virtual worlds and augmented reality creation.

The main aim of the laboratory is to create complex three-dimensional scenes, animations and moving picture post-production. Additionally, the laboratory is equipped to support rapid prototyping and issues related to 3D print use (and promotion) in everyday life. Equipment includes M200 and M300LPD Zortrax printers, as well as a 3DP Z-Corporation Z200 printer. The technologies used allow to produce complex prototypes, less advanced medical prints, architectural models, out-of-stock element production. The laboratory has a tracker for 3D scanning of large objects – Faro Focus 3D, as well as a structural light scanner, Shining 3D (for small and average objects). The tasks done in the laboratory include video mapping, 360° image registration, VR application and show development, and video and animation production. Current projects include e.g. Wirtualne Muzea Podkarpacia (Virtual Museums of Podkarpacie).

Contact: **Łukasz Bis** [lbis@wsiz.edu.pl](mailto:lbis@wsiz.edu.pl)

Premises: Centre for International Education

## EYE-TRACKING LABORATORY (LABORATORY OF NEUROCOGNITIVE ERGONOMICS)

The university has a measuring stand used for eye-tracking research on visual materials. The laboratory has a Tobii T60 eye-tracker. The Tobii Pro T60 eyetracker with Tobii Studio software is one of the most popular systems for eyetracking research used both for website design, interface design, and image analysis.



The system consists of a 17-inch monitor with in-built measurement devices, a camera and speakers. That allows to use eye-tracking in a simple and automated manner, while the respondent is not aware of the conducted study (measurement devices are hidden in the casing). That makes it possible to make a reliable and objective examination (the respondent is not feigning reactions and acts quite naturally, thinking that s/he is looking through content on a typical monitor).

Eye-tracking consists in following eye movements of a respondent, measuring the time of focus on particular elements, and defining the way the eyes travel between particular elements of the interface/website/image (fixation). The University's eye-tracker requires just a few seconds of calibration before an examination, which allows for quick and effective study of large target groups.

Large scope of head movements during a study allows natural behaviour to the respondent, who is not forced to keep their face straight in front of the screen. At the same time, the camera registers facial expressions of the respondent, which may further be correlated with the received content (at an emotional level). The microphone and speakers allow to register sounds and voice, as well as allow communication between the respondent and the researcher.

The Tobii Pro T60 eye-tracker is characterised by great precisions and compensation for head movements. It also allows for participation of a large respondent group – skin colour, origin, age, glasses, or eye colour are here of no consequence.

The laboratory is used by research teams within the Faculty for research projects, as well as for commercial purposes, to answer the needs of the business environment and project conducted therein.

Contact: **Lukasz Bis** [lbis@wsiz.edu.pl](mailto:lbis@wsiz.edu.pl)

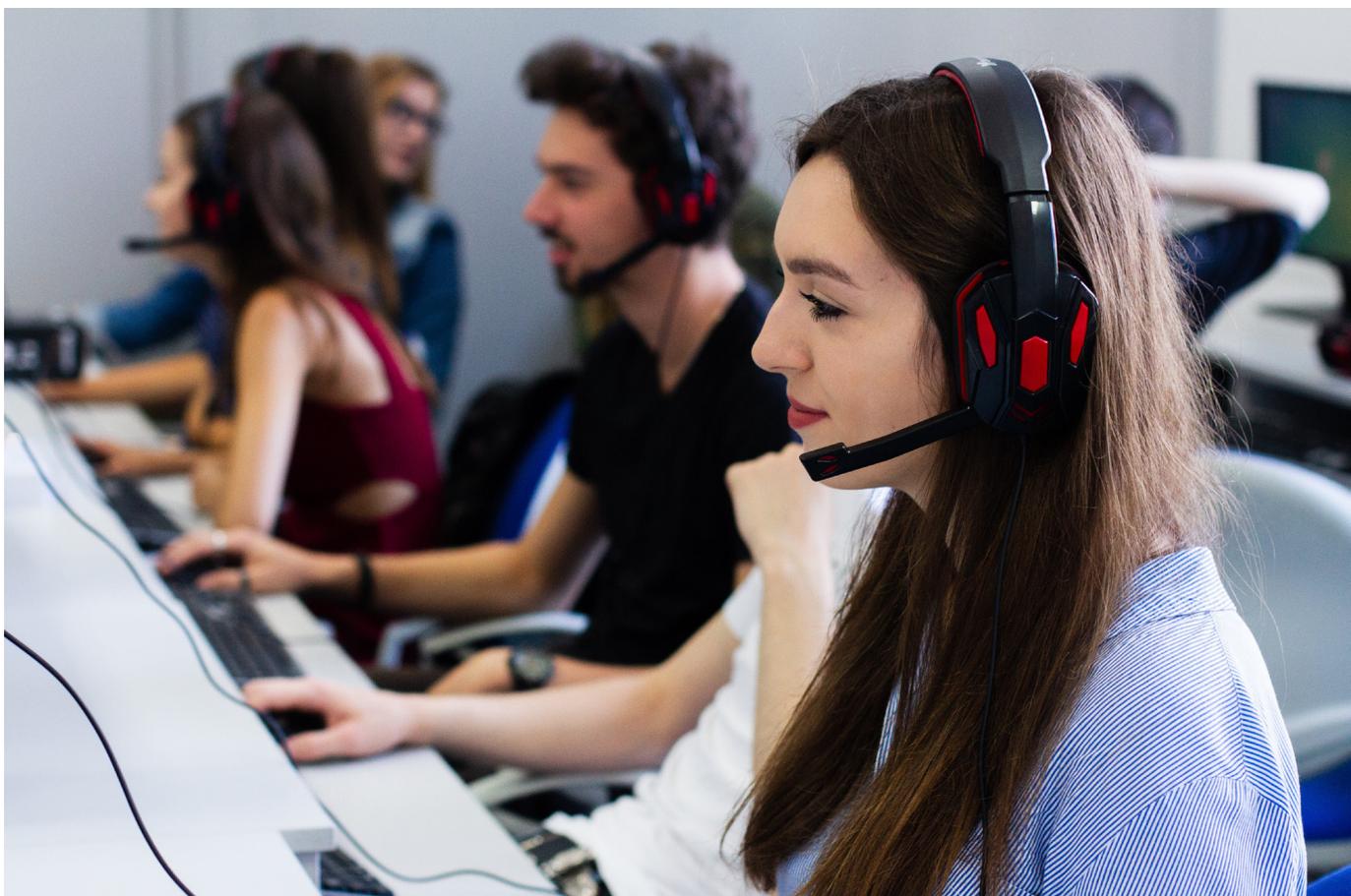
Premises: Centre for International Education

## DIGITAL LANGUAGE LABORATORY

Some of the Philology classes, like Phonetics, Listening & Speaking or Translation, are conducted at UITM in the specialised Digital Language Laboratory, where students use dedicated software to practice phonetic production, correct their own mistakes, as well as perform linguistic tasks important for future translators and interpreters.

Contact: **Agnieszka Gernand, Ph.D.** [agernand@wsiz.edu.pl](mailto:agernand@wsiz.edu.pl)

Rzeszów campus, ul. Sucharskiego 2





**UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT**  
in Rzeszow, POLAND

University of Information Technology and Management in Rzeszow, Poland

ul. Sucharskiego 2, 35-225 Rzeszow, Poland

phone: 17 866 11 11, fax: 17 866 12 22

e-mail: [wsiz@wsiz.edu.pl](mailto:wsiz@wsiz.edu.pl)

[en.uitm.edu.eu](http://en.uitm.edu.eu)