

## PROFESSOR WALERY PISAREK — AN ARCHITECT OF POLISH MEDIA STUDIES

**Wojciech Kajtoch**

 [orcid.org/0000-0003-3000-2384](https://orcid.org/0000-0003-3000-2384)  
Instytut Dziennikarstwa, Mediów  
i Komunikacji Społecznej  
Uniwersytet Jagielloński

**Magdalena Hodalska**

 [orcid.org/0000-0001-9620-5913](https://orcid.org/0000-0001-9620-5913)  
Instytut Dziennikarstwa, Mediów  
i Komunikacji Społecznej  
Uniwersytet Jagielloński

### ABSTRACT

#### **Professor Walery Pisarek — An Architect of Polish Media Studies**

This article pays tribute to the famous Editor-in-Chief of *Zeszyty Prasoznawcze*, Professor Walery Pisarek who has become an architect of Polish media studies. The authors reflect on Professor's academic career and his extreme life challenges, including two prison sentences he served first as a teenager and a later as a student involved in anti-communist resistance movement. The article describes Walery Pisarek's tremendous scientific achievements and the legacy his followers attempt to build on. It offers an overview of his most prominent publications, selected out of almost pieces of 800 work, to show Professor Walery's main research interests both in the field of linguistics and media studies. He was a true Ambassador of Polish Language and was best known for his contribution to effective communication reflected in books, numerous papers, lectures and activities popularising linguistic correctness. This was recalled in the article devoted to Professor's intellectual legacy.

As the title suggests, Walery Pisarek has become the architect of media studies in Poland. He has developed research methods and tools, authored textbooks, inspired research, created a framework for media scholars who desire to follow in his footsteps. He will be remembered for his dedication to work, passion for life, impressive achievements and humbleness that made him an exceptional teacher, mentor and role model for future researchers.

**Keywords:** Walery Pisarek, press studies and media studies in Poland, Polish linguistics in the 20th century, *Media Research Issues*, Press Research Centre

Professor Walery Pisarek was born on the 31st of May 1931 to an intellectual family with a patriotic background and rich history dating back to the days of Napoleon Bonaparte and Polish insurrections. Professor's idyllic childhood was shaped and deeply influenced by noble and national traditions cultivated in Jaszczów, near Lublin, where his parents – Edward, a director at Railway Board and Wanda, a teacher from Warsaw – owned an old manor house, where Walery and his sister Felicja grew up. Professor Pisarek recalled the manor as a place of outstanding beauty that offered and added a unique scenery to any event:

As if there was a theatrical aura, enhanced by national tradition, iconography and literature. [...] Is it possible to stay indifferent while listening to the piano music in the manor house which – at least according to oral tradition – hosted young Frederic Chopin in 1828? (Pisarek 1991b, p. 7)

Unfortunately, Walery Pisarek's blissful and peaceful childhood ended very quickly – with the beginning of the Second World War which claimed the life of his father who was incarcerated in one of the Soviet death camps. Edward Pisarek died after writing a letter to his 8-year old son, reminding the boy to take care of his mother and sister. Young Walery experienced the terror of war and Nazi occupation, poverty, post-war repressions and almost everything significant to the Polish fate, which soon became his share as well.

In 1946, Walery Pisarek was arrested for the first time as a teenager, tortured and kept inside of the Lublin Castle. This castle was known to be one of the toughest prisons for anti-communist resistance members. At the age of 15 Walery Pisarek was sentenced to 6 years in prison, released following amnesty in 1947. He went back to school which he graduated in 1949 and enrolled to the first year of Polish philology at the Jagiellonian University in Cracow. Soon he began cooperation with *Tygodnik Powszechny* weekly magazine and *Słowo Powszechnie* daily newspaper, as a reporter and a Cracow-based correspondent.

At the same time he was the leader and the founder of an anti-communist resistance group, which he called "Helena". His active involvement in anti-communist resistance movement led to his arrest in November 1951. After a long and brutal investigation and incarceration in Montelupich Prison in Krakow, Walery Pisarek was again sentenced to 6 years. What was supposed to be his third year of Polish philology turned into imprisonment sentence which he served in Wiśnicz (another ill-famous and tough prison) and Jawiszowice. In the prisoners' work camp in Jawiszowice, Walery Pisarek worked as a miner in the nearby coal-mine until the 28th of January 1955 (Baziur 2008, p. 321).

Following his release from prison, Walery began a new chapter in his life when he decided to marry Krystyna Harrerówna – future professor and prominent scientist<sup>1</sup>. In November of 1955, he was allowed to continue his third year of studies that

<sup>1</sup> Profesor Krystyna Pisarkowa (1932–2010).

was interrupted by the arrest and imprisonment. In 1957, Walery Pisarek graduated Polish philology at the Jagiellonian University.

He later became a school teacher and an instructor at the local cultural centre in Nowa Huta and soon he started his cooperation with the Press Research Centre (Ośrodek Badań Prasoznawczych) in Cracow. In 1960, Walery Pisarek published his first academic research paper, devoted to the methodology of linguistic research on the Polish-language press (Pisarek 1960). In 1962, he embarked on a path to become one of the most famous linguists and media scholars in Poland, first as a full-time researcher and then as a director of the Press Research Centre (OBP) in Cracow.

Language has always been his first and foremost area of scientific interests. The outcomes of his early research were published in numerous articles and resulted in a book co-authored with prof. Zenon Klemensiewicz, who supported Walery Pisarek's scientific efforts until 1969, and Maria Kniaginina, entitled "Ależ tak się nie pisze..." [But That's Not How It Should be Written...] (Klemensiewicz, Kniaginina, Pisarek 1964), and a guidebook for press, radio and television employees, co-authored with Maria Kniaginina (Kniaginina, Pisarek 1965).

Language and issues related to linguistic correctness remained the focus of his research for many years, accompanied later by other scientific endeavors. In the next decade, 1966–1977 Walery Pisarek published a series of works in *The Polish Press* (a magazine published by the Polish Press Research Institute) which was a specific review of nonsenses and errors printed in the press. The collection was published in a book edition titled "Słownik języka niby-polskiego, czyli błędy językowe w prasie" [A Dictionary of the Quasi-Polish Language] (Pisarek 1978b). In 1968, together with prof. Zenon Klemensiewicz, Walery Pisarek wrote "Ortografia polska" [Polish Orthography] (Klemensiewicz, Pisarek 1968), and six editions of his pocket spelling dictionary were published in 1976–2005 (Pisarek 2005a).

Linguistic correctness is also the main subject of a book entitled "Retoryka dziennikarska" [Journalistic Rhetoric] (Pisarek 1970a; 1974; 1988), updated version of which, titled "Nowa retoryka dziennikarska" [New Journalistic Rhetoric] (Pisarek 2002c), was published in 2002. The same issues remained the focus of a guidebook entitled "Words Between People" (Pisarek 1985; 2004a), teaching the skills of effective communication.

From the very beginning of his work, genuine concern about the condition of Polish language has been the leitmotif of Professor's academic activity, on many different levels. His meticulous editing of subsequent issues of *Zeszyty Prasoznawcze*, as well as any little research paper he ever read, checked and corrected, were marked in red in the same manner as his students' papers. His limitless care of Polish language was reflected in his lectures on rhetoric, culture of Polish language, stylistics, and courses he conducted in above mentioned subjects. He had taught since 1964 in many universities, such as the Jagiellonian University, University of Warsaw, University of Silesia, The Pontifical University of John Paul II, etc.

His involvement in activities aimed at popularizing linguistic correctness, such as the famous TV programs "Studio 2", or "Dyktando" contest (spelling skills competition he supported in various forms since the first edition in 1987), brought him

fame and recognition. From 1991 to 1998 Walery Pisarek chaired the Language Culture Committee of the Polish Academy of Sciences, in 1993–2001 he was the vice-chairman of the Society of Friends of the Polish Language, then, until 2004, its chairman. In 1996–2000 he presided over the Council for the Polish Language at the Presidium of the Polish Academy of Sciences (PAN), and later was the Council's honorary chairman. As a member of the Council for many years professor Pisarek corresponded with individuals and replied to official requests concerning language-related problems, providing expert evaluation on various language issues.

One of the most important initiatives taken by professor Walery Pisarek was the one that led to the adoption of the Polish Language Act of October 7, 1999. He described the circumstances as follows:

In the nineties a lot of people felt uncomfortable with the fact that many Polish people reached out for English substitutions for words that had already existed in our Mother tongue, and even started spelling the words (for example *brydż*) in English spelling (bridge). I started wondering whether Polish law provided sufficient protection of the Polish language. I concluded that it didn't. In 1995, I wrote the first bill and I started to present it in various places, including the Forum for the Good Usage of Polish held in Wrocław. The Forum participants obliged The Ministry of Culture to seek revision of the legal status of the Polish language. On the 7th of October 1999 the Act was adopted and implemented six months later (Kajtoch 2011, p. 83).

Subsequent amendments to the Act, however, weakened its effectiveness and the Professor's comments are still relevant and valid:

In private, let people speak whatever language they wish, but in public – it is the Polish language that should be given a prominent place, not necessarily as the only language. Every legal act or law applicable in our country should be translated into Polish. Anything happening in Brussels must find its Polish form (Filip 1998, quoted in Kajtoch 2011, p. 84).

Professor Pisarek often complained about the withdrawal of the Polish language from some areas of scientific life (Kajtoch 2011, p. 84). His efforts resulted in a successful implementation of the Polish Language Act by the end of the Millennium.

Going back to the sixties. At that time, the linguists from the Press Research Centre in Cracow were dealing not only with linguistic errors printed in the press, but also with working out the realms and conditions for the press to fulfil its functions. That was an incentive for interdisciplinary research conducted in the fields of stylistics, rhetoric and linguistic pragmatics, including speech genres (Pisarek 1964).

The results of his research in the above-mentioned areas were published first in a paper about the language of the press advertisements that Walery Pisarek

(1965) wrote and published in a book co-edited with Maria Kniaginowa in 1965. Another book he authored later was devoted to press headlines and based on his doctoral dissertation “Poznać prasę po nagłówkach. Nagłówek wypowiedzi prasowej w oświetleniu lingwistycznym”, the title of which could be translated as “Meet the Press by the Headlines. Linguistic Insights to Press Headlines” (Pisarek 1967a), which was completed in 1966 and brought Walery Pisarek a doctorate awarded by the Department of Philosophy of the Higher Pedagogical School in Katowice. The book on press headlines is still relevant today and remains a source of knowledge and inspiration for media scholars.

Another area of research taken on at that time by Walery Pisarek was the problem of the linguistic conditions of speech intelligibility. By experiment, he determined that the level of understanding depends on the type of vocabulary used and the syntactic structure of sentences (Pisarek 1966; Pisarek 1969a; Pisarek 1969b), which led to the development of a measuring tool, colloquially called „Pisarek’s measure” that allowed to measure the texts’ readability and intelligibility in practice. In the years that followed, professor Pisarek in his works addressed the issues of emotionality of the press language, and the use of emotionally loaded vocabulary (Pisarek 1971).

The language of the press and media in general remained the main focus of Walery Pisarek’s scientific interests for years. Professor preferred to explore the “language in the media”, emphasising the subtle difference of the latter with the “language of the media” (Pisarek 2007b; Kajtoch 2011, p. 85). He described specific linguistic features of press genres: information, comments and reportages, delving into quantitative differences in the vocabulary used in the above-mentioned texts. He could never stress it enough that his analyses were quantitative, but not purely statistical:

As a declared advocate and a major proponent of quantitative methods in stylistic research, defending the thesis that any differences between all texts, generated in a certain language, are in fact differences in the frequency of words and their combinations, at the same time I strongly oppose limiting the stylistic research to statistical descriptions only. While advocating the necessity of verifying all the judgments of the language based on the subjective impression of the researcher, I also think that transforming quantitative stylistics into stylistic statistics is inadvisable. The vast majority of frequently detected statistical language regularities displays either too much tolerance or lack of clarity (Pisarek 1972a, p. 12).

– he wrote in his dissertation entitled “Frekwencja wyrazów w prasie. Wiadomości – komentarze – reportaże” [The Frequency of Words in the Press: News, Comments, Reportages] (1972a), which is a summary of numerous articles and research papers published since 1964 (See Pisarek 1967b; 1969c; 1969d; 1969e; 1969f). The book was fundamental for Walery Pisarek’s habilitation, obtained in 1973 at the Faculty of Philology of the Jagiellonian University and his further professional promotion.

The postdoctoral period brought about significant changes in his professional life (Dziki 1998). In the years 1967–1970, Walery Pisarek was the head of the Linguistic Department of the Press Research Centre (OBP), in the years 1968–1969 he was a secretary of OBP and after the tragic death of Irena Tetelowska (who died in a plane crash in 1969), he was the director of the Press Research Centre (OBP) in the years 1969–1971, and later in 1973–1991.

The beginning of the fourth decade of his life was marked by intensive didactic activity. Between 1969 and 1975 Walery Pisarek conducted classes on stylistics and culture of the language, rhetoric, journalistic rhetoric (which he introduced to journalism curriculum) and press studies. He gave lectures at the Postgraduate Journalism School of the University of Silesia, Institute of Journalism at the University of Warsaw, Postgraduate Journalism School and Institute of Polish Philology at the Jagiellonian University in Cracow.

All these experiences have resulted in scientific works and further publications. For example, didactic requirements led to the creation of a remarkable textbook „Journalistic Rhetoric” (Pisarek 1970a; 1974; 1988) ground-breaking and memorable in Polish media studies.

As regards linguistics, Walery Pisarek shifted his focus (although it does not mean he limited his research to persuasion only, there are numerous articles Walery Pisarek published in the field of linguistics, (see: Pisarek, 1967c; 1968; 1970b; 1977c; 1979a) on the issues of persuasiveness, understood not as the outcome of rhetorical hacks, but as a universal language trait, which is a specific “persuasion device” (Pisarek 1976a, p. 3), particularly intensified in certain variations, such as the language of politics and propaganda. These issues were the focus of many publications (Pisarek 1973b; 1974a; 1977b) and the dissertation entitled “Język służy propagandzie” [Language Serves Propaganda] (Pisarek 1976a), based on the following assumptions:

1. Language is used primarily for persuasive purposes, 2. verbal persuasion is just one of many forms of the social persuasion; persuasive activity when it comes to politics and ideology, i.e. propaganda and agitation, is a part of social persuasive mechanism. [...] it is impossible to sever the analysis of persuasive use of language from the analysis of the use of language in general, and propaganda *sensu stricto* from other persuasive social activities. Hence, much of what is said about the language of propaganda applies to the use of language in general, and much of what is said about propaganda and agitation applies to persuasive activities in general, also those taken in the field of upbringing or advertising (Pisarek 1976a, p. 7).

This universalistic approach, at that time quite unusual, allowed him to get away with the analyses of persuasive constructions – regardless of whose propaganda was investigated – and to maintain scientific objectivity, which he discussed later in one of the articles (Pisarek 1993a), in a country where public communication was dominated by propaganda. The book “Language Serves Propaganda” published

in its first and only edition in 1976 is still a relevant point of reference. On the 11th of September 2018, Google search showed 211 results, and Google Books – 232 quotes, which is rather uncommon and extraordinary for a book published in the seventies.

A certain shift of focus in scientific interests of Walery Pisarek was influenced by the fact of managing a big research institution – Press Research Centre (OBP), the work of which was dominated by the issues pertaining to the press, other media available at that time, media systems, as well as media research methodology. It's obvious that Professor was deeply involved as a researcher in topics and ventures undertaken by research teams at the Press Research Centre.

The research on the press resulted in many articles and minor publications, and a comprehensive study presented in a book entitled “Prasa – nasz chleb powszedni” [Press – Our Daily Bread] (Pisarek 1978a), detailing the historical development of the medium, its social role (Pisarek 1973a; 1975a) and public response (Pisarek 1980a) to press content, the development of the press market in Poland and worldwide (Pisarek, Skowroński, Świda 1978). Walery Pisarek (1974b) also wrote about television and its genres, not to mention his works on radio, television and their relationships with the press (Pisarek 1977a; 1976b), as well as his articles devoted to mass media communication (Pisarek 1980b) and its influence on social moods (Pisarek, Goban-Klas, Mikułowski Pomorski, Nęcki 1980).

One of the most important scientific activities Profesor Walery Pisarek initiated and developed in the seventies was a methodological study which resulted in a successful attempt to organize the knowledge about press content analysis – the main research method in the field of press studies. Firstly, Walery Pisarek published a series of articles (Pisarek 1975b; 1975c; 1983b; 1984b) devoted to the traditions and the state of the art regarding press studies in West and East, introducing and establishing the basic assumptions and terminology, and then a comprehensive monograph of the method, entitled “Analiza zawartości prasy” [Press Content Analysis] published in 1983. Walery Pisarek (1983b) defined press content analysis, discussed the history of press analysis and its diverse variations since its origin in the early twentieth century. He also gave detailed research instructions and formulated the basic assumptions and definitions. Although since the publication of the book in 1983, over 36 years have passed and two more textbooks (Lisowska-Magdziarz 2004; Pamuła 1996) have been written in Poland about press content analysis, Professor Pisarek's work remains the most complete monograph of this research method, which soon proved to be extremely effective in the analysis of the changes in the world of the eighties.

New problems emerging in the next decade were reflected in the articles that Walery Pisarek devoted to various misinterpretations of a rather distorted representations of reality in the press. Professor Pisarek compared media representations of reality in Polish and foreign press (Pisarek 1981c; 1983c; 1984a), he discussed some universal regularities in this respect, such as optimism, resembling the one of Polyanna's, who found her way to the title of his research paper (Pisarek 1983d),

displayed in the press. He indicated various ways of covering and framing a particular event (Pisarek 1981d) or topic (Pisarek 1991c) in various press titles.

Soon after, a new subject entered his field of research and that was a reflection on some aspects of changes observed in social communication and the awareness of media recipients. The Press Research Centre at the peak of its development became a centre for public opinion research, that resulted in a series of publications, the first of which was published in 1975 and devoted to stereotypes of the region's inhabitants (Pisarek 1975d), followed by two cycles of publications.

The first included the book entitled "Aktywność, preferencje i świadomość kulturalna społeczeństwa polskiego" [Activity, Preferences and Cultural Awareness of the Polish Society] written together with Tomasz Goban-Klas (Pisarek, Goban-Klas 1981b) and subsequent works, authored by Walery Pisarek: "Miejsce prasy, radia i telewizji w świadomości kulturalnej Polaków" [The Place of Press, Radio and Television in the Cultural Consciousness of Polish People] (Pisarek 1987), "Niezaspokojone potrzeby medialne Polaków" [The Unmet Media Needs of Polish Media Recipients] (Pisarek 1988) – one of those unmet needs that the survey showed was the truth about Katyń, as Professor pointed out in his study, which was followed by the third work entitled "Obce kultury w świadomości Polaków '89" [Foreign Cultures in the Consciousness of Poles '89] (Pisarek 1990; see also Pisarek 1992a).

The second series of publications consists of three reports, edited and co-authored by Professor Walery Pisarek: "Komunikowanie masowe w Polsce. Próba bilansu lat siedemdziesiątych" [Mass Communication in Poland. An Overview of the Seventies] (Pisarek 1981a), "Komunikowanie masowe w Polsce: lata osiemdziesiąte" [Mass Communication in Poland: The eighties] (Pisarek 1991a) and "Raport o stanie komunikacji społecznej w Polsce (sierpień 1980 – 13 grudnia 1981)" [The Report on the State of Social Communication in Poland (August 1980 – 13th of December 1981)] (Pisarek 2007a). The third study, completed in March 1982, was published – as you can see – after twenty-five years. The reports present the state of social communication, the broadcasters and their policy, the media offer and its reception. The most interesting is the report from 1981, when new and unexpected media appeared, and the society and its representatives began to aspire to their appropriate role in the process of communication. Today, this publication has the value of a methodological formula and historical character, but at the same time historians have received materials of great significance.

The next twenty years 1970–1990 was a period marked by intensive international cooperation, which resulted in Professor Pisarek's significant contribution to the development of media studies as a discipline recognised worldwide.

In the years between 1972–1976 Walery Pisarek was a member of UNESCO board of ten experts in mass communication research. In 1974 at the Press Research Centre (OBP) in Cracow he established a Central European Mass Communication Research Documentation Centre (CECOM) as a part of the International Network of Documentation (COMNET), and for many years he was the Centre's director.

In 1976–1990 he was a vice-chairman of the AIERI – Association Internationale des Etudes et Recherches sur l’Information et la communication and in 1970 he became a chairman of the Bibliographic Section of that Association (Dziki 1998, p. 291–292).

Let us add that in the year 2000, the general assembly of the International Association for Media and Communication Research (IAMCR/AIERI) granted Walery Pisarek an honorary membership.

Among the results of the above-mentioned experiences were important bibliographic studies Walery Pisarek authored, co-authored or edited in English, such as “International Bibliography of Mass Communication Bibliographies” (Pisarek 1972b); or “Mass Media and Socialization. A Selected International Bibliography” (Pisarek 1976c), and above all “Who’s Who in Mass Communication” co-authored with Sylwester Dziki and Janina Maczuga. The first edition of the latter, entitled “World Directory of Mass Communication Researchers” was published in 1984 (Pisarek, Dziki, Maczuga 1984) .

Professor Pisarek spoke German, English and Russian fluently and he wrote articles and research papers in these languages. His works were published in French, Slovak, Ukrainian, Spanish, Bulgarian and other official languages of the European Union (See: Dziki 1996; Pisarek 2007c).

As a guest professor he gave lectures in England (University of Wolverhampton), in Denmark and at the Sorbonne in France.

He was the author of numerous reviews in which he introduced new concepts and books published abroad to the Polish audience, including the books by Noam Chomsky, Marshall McLuhan (he was nominated for the Canadian award of his name), Charles E. Osgood, Herbert Schiller, and James Halloran. For almost three decades he regularly reviewed *Journal of Communication* as well as *Journalism Quarterly*, he wrote reports from international conferences held abroad, in other words he actively introduced new concepts and ideas to Polish linguistics and media studies.

The last decade of the millennium brought new challenges. From 1990 to 1999 Walery Pisarek worked as a director of the Press Research Centre (OBP) and he had to navigate the changes that led to the incorporation of the Centre into the structures of the Jagiellonian University (with the consent of the OBP research team) on the October 9th, 1990. That significant change, as well as the ongoing commercialization of press research required and inspired new ventures, such as the publication of the Polish Press Catalogue (1992–1994) and the Polish Media Catalogue (1995–2000).

In 1991 Professor Walery Pisarek became the editor-in-chief of *Zeszyty Prasoznawcze* journal. In 1994, he was awarded full professorship. In 1996, he celebrated his 65th birthday and the 40th anniversary of scientific work, commemorated with a nearly 400-page volume entitled “Valeriana. Eseje o komunikowaniu między ludźmi” [Valeriana. Essays on Interpersonal Communication] (Mikułowski Pomorski, Bajka 1996), a collection of 38 articles written in 6 languages.

Moreover, the second half of the decade brought intensive activity promoting the bill and the Polish Language Act and Walery Pisarek's work for the Council for the Polish Language, mentioned above.

Professor Pisarek continued his research inspired by the changes brought along with many cultural transformations that occurred after the political breakthrough of 1989. A radical transformation of the mass media started, followed by deep divisions reflected in social moods, culture in Poland was confronted with the challenges, benefits and dangers of globalization. These phenomena and their numerous consequences were waiting for intellectual reflection and scientific efforts.

A significant number of works published in that period, focused on current issues and interpretation of phenomena and changes happening after the breakthrough, to mention only a few: "Obraz ZSRR i Niemiec w polskiej prasie 1991" [The Image of the Soviet Union and Germany in the Polish Press in 1991] (Pisarek 1991c), "Notatki z badań prezydenckiej kampanii wyborczej 1995" [Notes from the Research on the Presidential Election Campaign in 1995] (Pisarek 1998a), "Zmiany oferty na rynku prasy codziennej" [Changes in the Offer on the Daily Press Market] (Pisarek 1996) or "Medienmarkt Mitteleuropa: Sicht aus dem Osten" (Pisarek 1997a) published in German in 1997.

Some of his other works presented the outcomes of research he had continued for years, for example "Polszczyzna oficjalna na tle innych jej odmian" [The Official Polish Language against other Varieties of Polish] (Pisarek 1994a) relates to his other publications that explored the varieties and styles of Polish – reflections already made while writing the entries to the "Encyclopaedia of Knowledge about Polish Language" edited by Stanisław Urbańczyk (1978) in 1978 and its subsequent editions.

Noteworthy are the in-depth analyses that are indeed follow-ups to the publications already written, in which Professor Pisarek returned to the issues he had discussed in the past, investigating them from a new perspective, registering changes that had occurred over several decades. A good example of these attempts is the article entitled "Słowa na usługach reklamy prasowej 1962–1993" [Words in Service of Press Advertising 1962–1993] (Pisarek 1993b) – this examination of advertising promises shed a new light on the changes in Polish consumerism culture over 30 years. Another paper, entitled "Transformacje komunikacji społecznej w drugiej połowie XX wieku" [The Transformations of Social Communication in the Second Half of the 20th Century] (Pisarek 2004b) shows how technological development shaped the transformation of social communication in the last half-century.

The nineties and the beginning of a new century marked the period in which Professor Pisarek's research pertained to three main areas: "banner words", contemporary state of the Polish language, contemporary ethical and legal issues concerning media.

The research on banner words were conducted successively in the following years: 1984, 1991, 1995, 1996 and 1997. The respondents were to choose the words (from a given collection), which in their opinion meant the most valuable and most

condemned concepts. The outcomes of the research were published in numerous articles (Pisarek 1992b; 1999a; 2000a; 2001a; 2003b) and a book entitled “Polskie słowa sztandarowe i ich publiczność” [Polish Banner Words and Their Audience] (Pisarek 2002a), authored by Professor Pisarek who also wrote two significant research papers devoted to specific words and concepts, such as “Słyszac wyraz wolność” [While Hearing the Word *Freedom*] (Pisarek 1994b) and “Miłość w publicznej perswazji lat dziewięćdziesiątych” [*Love in the Public Persuasion in the Nineties*] (Pisarek 2003a).

The second branch of research interests was related to the aforementioned efforts to pass the Law on Polish Language, as well as the responsibilities of the chairman of the Council for the Polish Language (Pisarek 1997b; 1998b). Professor Walery Pisarek was deeply involved in the efforts to change the legal situation of the Polish language (Pisarek 2001b; 2003c; 2005b), Polish language policy (Pisarek 1999b), and the state of Polish literary language (Pisarek 2006b). He was one of organising chairs of the subsequent Forums for the Good Usage of Polish. He wrote, edited and published official statements on behalf of the Council for the Polish Language at the Presidium of the Polish Academy of Sciences. The volume entitled “Polszczyzna 2000. Orędzie o stanie języka na przełomie tysiącleci” [Polish Language 2000. The Message about the State of the Language at the Turn of the Millennium] (Pisarek 1999c), is the best summary of these activities. 17 chapters of this book include chapters authored by prominent linguists who presented the state of different varieties and styles of Polish language and its usage in specific areas of life (politics, religion, advertising, school, etc.).

Professor Pisarek’s third area of interest was political, legal and ethical problems that the media faced at the turn of the Millennium (Pisarek 1995; 2000b; 2002b). Since 2001, as an extremely busy Professor Emeritus – Walery Pisarek published more than a hundred new articles in just ten years (2000–2010), he delivered papers in English, Polish and Russian on various conferences abroad and he continued doing so in the last decade of his life.

In the last two decades he fulfilled many honorary functions, such as the honorary chairman of the Council for the Polish Language and an active member of its Presidium. He published new books, revised and updated versions of his old books, such as “Words Between People” (Pisarek 2004a) and “New Journalistic Rhetoric” (Pisarek 2002c). For the latter he received a literary prize called “Literary Laurel of Silesia” in 2002.

In 2006, a wide selection of his articles pertaining to linguistics and media studies was published in Krakow, in a book entitled “O mediach i języku” [About the Media and the Language] (Pisarek 2007b).

In 2006, he became the editor of one of the first dictionaries of media-related terminology, crucial for the Polish media studies. Walery Pisarek chaired the editorial board (Zbigniew Bauer, Edward Chudziński, Kazimierz Wolny-Zmorzyński) of the dictionary entitled “Słownik terminologii medialnej”, which consisted

of 1200 in-depth definitions of terms and phenomena in the fields of social communication, media studies, methodology, communication, language and rhetoric in the media, media law and media ethics, advertising and marketing, radio and television. In 2006 the dictionary (Pisarek 2006a) was awarded a special prize as the book of the month in Cracow.

In 2008, Walery Pisarek (2008) published the first (in Polish media studies) academic textbook on communication studies, entitled “Wstęp do nauki o komunikowaniu” [Introduction to Communication Studies], exploring and detailing the most important aspects of the communication process.

As a chairman of the Council for the Polish Language, and then the Council’s representative Prof. Walery Pisarek participated in conferences organized by the European Federation of National Institutions for Language (EFNIL), held in: Brussels (2005), Madrid (2006), Riga (2007), Lisbon (2008), Dublin (2009), Thessaloniki (2010), London (2011), Budapest (2012), Vilnius (2013), Helsinki (2015) and Warsaw (2016).

For the past eight years of his life, Walery Pisarek was a full-time professor at the Pontifical University of John Paul II in Krakow. Before that he was a full-time, and then a part-time professor at the Institute of Journalism, Media and Social Communication at the Jagiellonian University. Walery Pisarek was a founding father of the Institute of Journalism, Media and Social Communication at the Jagiellonian University.

For over 30 years (from 1969 to 2001) Walery Pisarek was the director of the Press Research Centre. For over 20 years (from 1990 to 2012) he was the Editor-in-Chief of *Zeszyty Prasoznawcze* and in 2010 he was the Editor-in-Chief of *Język Polski* journal.

Professor Walery Pisarek was a member of editorial boards of *Journal of Communication* and *Mass Communication Review Yearbook*, *Journalism Studies*. In the 21st century he was a member of editorial boards of *Media Studies* (since 2000) and *Central European Journal of Communication* (since 2008).

In 2014, during the International CEECOM Conference „Changing Media and Democracy: 25 Years of Media Freedom and Public Sphere in Central and East Europe” the delegates from 30 countries celebrated the great benefits of Professor Walery Pisarek and his contribution to media studies in Europe.

He was an honorary member of the Polish Communication Association (PTKS), Polish Linguistic Society (PTJ), the Society of Friends of the Polish Language (TPJP), among many others.

In 2012, President of the Republic of Poland Bronisław Komorowski awarded Professor Walery Pisarek with the President’s Award “Zasłużony dla Polszczyzny”. He was the first one who received that award in recognition of merits for the Polish language.

In 2011, Walery Pisarek received honoris causa doctorate from the University of Silesia, and this highest academic award, the title of doctor honoris causa, was bestowed upon him at the Jan Kochanowski University in Kielce in 2014.

Professor Walery Pisarek was awarded the title of the Honorary Research Fellow by the University of Wolverhampton in 1995.

Professor Walery Pisarek's academic activity lasted for more than sixty years and resulted in 790 scientific and popular – science publications pertaining to linguistics and media studies, broadly speaking, mass communication.

In 2000, Professor Walery Pisarek was decorated with the Commander's Cross of the Order of the Rebirth of Poland. In 1987 he was awarded with the Officer's Cross of the Order of the Rebirth of Poland. Since 1976 Walery Pisarek held the Knight's Cross of the Order of the Rebirth of Poland.

In 2001 he was honoured with the Medal of the Commission of National Education for exceptional contribution to the education. He supervised seven PhD theses and hundreds of MA theses, he was the reviewer of numerous doctorates and habilitations.

Professor Walery Pisarek died on the 5th of November 2017, in Katowice, shortly before the start of a famous gala devoted to the “Ambassadors of the Polish Language” during which he was to deliver a speech praising Jacek Bocheński, that year's winner of the “Ambassador of the Polish Language” prize. Fifteen minutes before that great celebration, a heart attack ended Walery Pisarek's long and fruitful life that enriched us all. He passed away suddenly, giving his best to people who trusted his words and promises he kept. His students and followers will dearly remember his generosity, honesty, kind-heartedness, his exceptional humbleness, dedication to work and passion for life.

We have lost our friend and teacher, careful and caring mentor, who showed us the way and served as a role model of an academic, writer, lecturer, media scholar and a linguist who became the architect of media studies in Poland.

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## STRESZCZENIE

**Profesor Walery Pisarek – architekt polskiego medioznawstwa**

Artykuł upamiętnia długoletniego redaktora naczelnego *Zeszytów Prasoznawczych*, profesora Walerego Pisarka, który był architektem polskiego medioznawstwa. Autorzy przypominają przebieg akademickiej kariery Profesora i dramatyczne komplikacje życiowe, w tym dwukrotne aresztowanie przez UB najpierw nastolatka, później studenta polonistyki, który był zaangażowany w działalność antykomunistyczną. Artykuł pokazuje osiągnięcia naukowe Walerego Pisarka, koncentrując się na najważniejszych publikacjach wybranych spośród prawie 800 prac, aby pokazać główne zainteresowania badawcze Profesora, zarówno w dziedzinie językoznawstwa, jak i nauk o mediach i komunikacji. Profesor Walery Pisarek był prawdziwym ambasadorem języka polskiego, znanym orędownikiem poprawności językowej i skutecznej komunikacji, którym poświęcił większość swoich książek, artykułów i wykładów. Jego prace zostały przypomniane i omówione wedle obszarów badawczych, jakie w polskim medioznawstwie wyznaczały kolejne poziomy, na których uczniowie Profesora mogli budować lub opierać swoje badania. Jak sugeruje tytuł artykułu, Walery Pisarek był architektem polskiego medioznawstwa, przez lata opracowywał metody i narzędzia badawcze, pisał podręczniki i rozprawy, które stawały się inspiracją dla kolejnych badaczy komunikowania. Jego oddanie pracy naukowej, pasja, imponujące osiągnięcia i niespotykana skromność pozostaną w pamięci jego uczniów, którzy mieli szczęście spotkać tak wyjątkowego nauczyciela, mentora i wzór do naśladowania.

**Słowa kluczowe:** Walery Pisarek, prasoznawstwo i medioznawstwo polskie XX wieku, językoznawstwo polskie XX wieku, *Zeszyty Prasoznawcze*, Ośrodek Badań Prasoznawczych