

# MEDIATIZATION STUDIES

vol. 1/2017

ISSN 2451-1188

Maria Curie-Skłodowska University Press

# MEDIATIZATION STUDIES

**Editor-in-chief**

Iwona Hofman, Maria Curie-Skłodowska University, Lublin, Poland

**Deputy Editor**

Ewa Nowak-Teter, Maria Curie-Skłodowska University, Lublin, Poland

**Secretary**

Wojciech Magus, Maria Curie-Skłodowska University, Lublin, Poland

**Thematic Editors**

Jan Pleszczyński, Maria Curie-Skłodowska University, Lublin, Poland

Jakub Nowak, Maria Curie-Skłodowska University, Lublin, Poland

Danuta Kępa-Figura, Maria Curie-Skłodowska University, Lublin, Poland

Lidia Pokrzycka, Maria Curie-Skłodowska University, Lublin, Poland

Grażyna Stachyra, Maria Curie-Skłodowska University, Lublin, Poland

Małgorzata Adamik-Szysiak, Maria Curie-Skłodowska University, Lublin, Poland

**Scientific Board**

Janusz Adamowski, University of Warsaw, Poland

Vita Balama, Ventspils University College, Latvia

Tiziano Bonini, IULM University, Italy

Miyase Christensen, University of Stockholm, Sweden

Gollo Foellmer, Halle-Wittenberg University, Germany

Christina Holtz-Bacha, Friedrich-Alexander University, Germany

Ragnar Karlsson, University of Iceland, Iceland

Gianpietro Mazzoleni, University of Milan, Italy

Maxwell E. McCombs, University of Texas, USA

Stanisław Michalczyk, University of Silesia, Poland

Alice Němcová Tejkalová, Charles University, Czech Republic

MerviPantii, University of Helsinki, Finland

Emma Rodero, Pompeu Fabra University, Spain

Teresa Sasińska-Klas, Jagiellonian University, Poland

Bogusław Skowronek, Pedagogical University of Cracow, Poland

Guy Starkey, Bournemouth University, United Kingdom

Huriye Toker, Yaşar University, Turkey

Wayne Wanta, University of Florida, USA

Erkan Yüksel, Anadolu University, Turkey

Viera Žúborová, University of St. Cyril and Methodius, Slovakia

# MEDIATIZATION STUDIES

Vol. 1 - No. 1 - 2017

Maria Curie-Skłodowska University Press  
Lublin 2017

Editor

*Marta Mazur*

Technical editor

*Aneta Okuń*

Cover and front page design

*Krzysztof Trojnar*

Typesetting

*Marcin Wachowicz*

© by Maria Curie-Skłodowska University Press, Lublin 2017

ISSN 2451-1188

Maria Curie-Skłodowska University Press

20-031 Lublin, Poland, ul. Idziego Radziszewskiego 11

tel. +48 81 537 53 04

[www.wydawnictwo.umcs.lublin.pl](http://www.wydawnictwo.umcs.lublin.pl)

e-mail: sekretariat@wydawnictwo.umcs.lublin.pl

Sales Department

tel./fax +48 81 537 53 02

Online bookstore: [www.wydawnictwo.umcs.eu](http://www.wydawnictwo.umcs.eu)

e-mail: wydawnictwo@umcs.eu

Printed by

„Elphil”, ul. Artyleryjska 11, 08-110 Siedlce, Poland

# Contents

## ARTICLES

### ŁUKASZ WOJTKOWSKI

The Present Tense of Mediatization Studies .....	9
--	---

### ANTÓNIO ALBERTO CASTRO BAÍA REIS

Conceptualizing Mediatization: Is <i>Have Your Say</i> a Kind of Transnational Public Sphere for Public Deliberation? .....	23
--	----

### MYRIAM DUROCHER

Mediatization Studies and Cultural Studies: A Possible Dialogue for Further Critical Analysis? .....	31
---	----

### CORINNA LÜTHJE

Field-Specific Mediatization: Testing the Combination of Social Theory and Mediatization Theory Using the Example of Scientific Communication .....	45
--	----

### LILIA RAYCHEVA, DOBRINKA PEICHEVA

Populism in Bulgaria Between Politicization of Media and Mediatization of Politics .....	69
--	----

### AGNIESZKA ŁUKASIK-TURECKA

Promotion of the Referendum Questions or Promotion of Entities? Communication in the Referendum Campaign as Exemplified by Free Broadcasts of the Entitled Entities on Polish Radio Lublin .....	83
--	----

## REVIEWS AND INTERVIEWS

### EWA NOWAK-TETER

Review of <i>How to Do Critical Discourse Analysis</i> by David Machin and Andrea Mayr, Sage, Los Angeles 2012, pp. 236, ISBN 978-0-85702-891-4 .....	105
--	-----

### JAKUB NOWAK

On the Concept of Figurations, Deep Mediatization, and the Adulthood of Media and Communication Studies – the Interview with Andreas Hepp .....	109
--	-----

