

**Vedecká grantová agentúra Ministerstva školstva, vedy, výskumu a športu SR  
a Slovenskej akadémie vied**

**Scientific Grant Agency of the Ministry of Education, science, research and sport of the Slovak Republic  
and the Slovak Academy of Sciences**

GRANT APPLICATION

REGISTRATION NUMBER

1/0650/22

Confidential

Commissions of S.G.A.

10 VEGA commission for historical and social sciences (philosophy, sociology, politology, theology)

Title of the project

Mass-media communiqués in digital and printed form and their comprehension by various target groups

Key words

Perception, Comprehension, Communication, Printed media, Digital media, Media texts

Duration of the project (m/y)

From 01 2022 to 12 2024

Number of - researchers

9

- graduate students

4

SUMMARY OF THE FINANCIAL MEANS REQUESTED

1<sup>st</sup> year

2<sup>nd</sup> year

3<sup>rd</sup> year

4<sup>th</sup> year

(IN EUROS - €)

INVESTMENTS (equipment)

NON-INVESTMENTS COSTS (travels expences including conferences, energies, communications, minor material/immaterial items, consumables, maintenance, services, sub-contracts)

See p. 30th - 31th

PRINCIPAL INVESTIGATOR (surname, first name, title):

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List of scientific co-workers (SR)

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Date 7. 6. 2021

Signature of the

principal investigator

#### **Project summary**

Outlandish studies imply contradictory findings about the level of understanding of media communiqués, caused by varied lengths, types of digital media, target groups themselves and more. Recent cases associated with COVID19 caused an intensified accent on digital communiqués in media and other areas (education). This situation incited us to investigate differences in perception, understanding and creative production of printed and digital media text in cohorts of different ages (adolescents and adults) in various media environments. Experts from leading Polish universities will participate in the project. Modified and new-found methods will be used. Regarding the interdisciplinary reach of the research and its topic, we expect yields in several fields. By discovering the set factors, theoretical basis of media science, journalism and possibly other linked areas will be ameliorated. The inclusion in commission 10 reflects the appendix (page 4) of the Statute of VEGA on the setting into the Media Study.

#### **Scientific goals for whole period of this project**

interaction between media and recipients is presupposed, as according to the recent changes in the media environment (Herkman, 2008) and the acceleration of media digitalization. The discussion about electronic text and hypertext interaction (Singer, 2017; Mangen, 2013; DeStefano, 2007 et al.) suggests new research topics. The main scientific aim (A) is to investigate, whether there are significant differences (and if, of what kind) in the subjective apperception (A1), understanding (A2), creative production of digital and printed text (A3) in the selected cohorts (adolescents and adults) and to what extend are these factors culturally conditioned (A4) – the respondents will be from two countries (SK and PL). Another aim is to discover whether there are significant correlations between the variables (A5). On basis of our aims, research problems (RP) are set and hypotheses (H) are specified, as stated in the attachment.

Main hypothesis: We predict significant differences in reception (H1), understanding (H2) and creative production (H3) in digital and printed texts.

Partial aims: To create a selection of methods via a pre-research. Its task is to create a system of relevant adjectives for conception of a test of semantic differential – to identify subjective apperception and understanding of two types of texts (from different areas): printed and digital. We will focus on analysis of structure, meaning and specifics of perceived texts. The texts will adhere to criteria of co-measurability. We will prepare a conceptualization, validation of authorship tools for: A) measuring the extend of understanding; B) measuring the degree of memorizing, C) identification of creative power of texts produced by respondents; all in regard to the used media. One of the aims is enriching the mass-media-conception theories, a monography will be published along with pieces in impactful journals (ADC, ADD, ADM, ADN. (+attachment)

#### **Realisation outputs and output user**

The topic and research data of comprehension of media texts can be beneficial in the effort to explain the extent and intensity of factors, which affect effective reception and understanding of text, by which the gap in the knowledge-basis can be narrowed. At the same time, this would enrich media practice and journalism as well.

Nowadays, printed media texts are diminishing, as digital variants of published information are getting more attention. It is crucial to be able to identify how reception and comprehension of these texts influence their format (both printed & digital). Studies completed until now brought conflicting findings, while their main focus was on educative texts (we are focused on media texts). Our focus is moved towards adolescents, adults and the elderly – the recipients of media texts. At the same time, we explore media texts from various areas with different difficulty, types, genres and forms. It is also important to investigate the specifics of texts in Slovak language – with the extension of methods for the Polish language context, which is ensured thanks to the outstanding cooperation with our partners from abroad (dual-dipl.). The global pandemic situation reveals the significance of effective communication that is not only read, but also comprehended without potential misinterpretation (which often spreads faster than other content). The outputs will have significant social and economic impacts. These can be especially beneficial for universally important communications, as these topics are often addressed in various forms of media. Pop-educative media can also benefit from our findings, as they also tend to discuss these topics – for example vaccination, customer-protection and ot.). All these benefits are realistic, despite the fact that ours is a founding-base research. One of the most important outputs will be our original authored method, which will be created specifically in order to identify the extent of comprehension of media texts, their specifics, memorability & preferentiality.

#### **International scientific co-operation**

The project co-solvers will be also the internationally recognized experts and young researchers from leading Polish universities participating on the research preparation, realization and interpretation. This will particularly include the concept of mutations of research methods and tools, administration of methods within the research sample of Polish respondents. The collaboration was promised by top experts from the Media Research Centre Krakow (prof. A. Ogonowska - expert on creative metaphors); Faculty of Informatics and Communication, UE Katowice (prof. J. Gołuchowski - digital communications specialist; Mgr. Losa-Jonczyk, PhD. - digital text analysis specialist); JKP University, Warsaw (M. Szyszka, PhD. – expert in text communication for young and old); University of Information Technology and Management, Rzeszow (Assoc. prof. Gawronski - specialist in texting of digital media, Assoc. Prof. A. Adamski - expert in the context of culture and mass media), EIEM (K.W-Ściana, PhD. text analysis specialist).