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Report from the 6th International Conference Media for Man

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Abstract

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This article presents a report from the 6th International Conference Media for Man, held on May 8, 2025, in Krakow, Poland, organised by the Faculty of Communication Sciences at the Pontifical University of John Paul II. The theme of this year's conference—Information Literacy Mindset—provided a platform for international scholars to reflect on the growing significance of information literacy in an era shaped by artificial intelligence, disinformation, and evolving media practices. The paper summarises the structure of the event, thematic sessions and key issues discussed. Particular attention is given to the interdisciplinary character of the debates, the ethical dimension of media use and the need for integrative approaches to media education. The conference highlighted the increasing relevance of information competencies as a foundation for responsible and participatory engagement in social life.

Keywords: artificial intelligence, communication education, digital society, disinformation, information literacy, interdisciplinary research, media ethics, media pedagogy, media responsibility, personalism

On May 8, 2025, the 6th International Conference Media for Man occurred in Krakow. The conference was organised by the Faculty of Communication Sciences at the Pontifical University of John Paul II. This cyclical conference is devoted to ethical issues in media and social communication. The aim of this article is to provide a synthetic account, analyse selected presentations, and summarise the discussions held during the event.

Introduction and context

The history of the *Media for Man* conference is closely related to another long-standing initiative organised by the same faculty, the *Media Ethics* Conference. The 2025 edition marked the 19th meeting of the *Media Ethics* event, held under the theme *Safe Media – Security in the Media*.

This year, *Media for Man* focused on the theme *Information Literacy Mindset*. The central topics included the role of information in human life, the skills required to access and critically assess information, and the significance of

information within the context of emerging technological solutions. Participants sought to answer the following questions:

- What is the role of information literacy in human development?
- What is the significance of information in society?
- How is the information society being transformed by artificial intelligence?
- What are the latest research trends in this field?
- What ethical dilemmas emerge in the transmission and reception of information?
- How can we educate about this information?
- How can we communicate effectively and ethically in advertising, marketing, political communication, and image-building?

This topic is of particular relevance in the era of rapid technological development and its accompanying ethical challenges. The role of information literacy continues to grow during the expansion of AI, the proliferation of new media, and increasing societal information saturation. Academic debate on these issues contributes significantly to the development of media education, especially as today's media user is no longer a passive recipient but an active participant and engaged content creator.

Organisers and participants

The conference was organised by the Faculty of Communication Sciences, the newest (seventh) faculty at the Pontifical University of John Paul II in Krakow. The idea for its establishment was initiated by the late Rev. Prof. Michał Drożdż, founder and long-time director of the Institute of Journalism, Media, and Social Communication, and former dean of the Faculty of Social Sciences at the same university. He also served for many years as the chair of the *Media for Man* conference.

This year's Organising Committee included dr Piotr Drąg and dr hab. Katarzyna Drąg, Prof. UPJPII. The Conference Secretaries were dr Urszula Dyrz and dr Joanna Urbaś. A group of student volunteers also assisted with logistics and social media content creation.

Over 20 speakers participated in the conference, representing institutions from the USA, Romania, Slovakia, Croatia, Hungary, Finland, and Portugal. Institutions included: Miami Dade College, Transilvania University of Braşov,

University of Craiova, Pavol Jozef Šafárik University in Košice, University North, European Ecocycles Society, Aalto University School of Business, University of Tokaj, University of the Algarve, Ludovika University of Public Service, Dallas University, and The State University of Applied Sciences in Jarosław. Many presenters were also participants in the Erasmus+ Blended Intensive Programmes. All sessions were conducted in English.

Opening and structure

The conference was held entirely in person. Registration began at 8:40, followed by the welcome session at 9:00, featuring speeches by:

- dr hab. Katarzyna Drąg, Prof. UPJPII
- dr Piotr Drąg, Chair of the Conference Committee
- Rev. dr hab. Sławomir Soczyński, Prof. UPJPII, Dean of the Faculty of Communication Sciences
- Rev. prof. dr hab. Robert Tyrała, Rector of the Pontifical University of John Paul II in Krakow

They officially welcomed the attendees and introduced the conference theme. The remainder of the event consisted of three thematic sessions, each chaired by a different academic: Dr. Piotr Drąg, Dr. Eric Belokon, and Prof. Dr. Sc. Ante Rončević. Each session concluded with a moderated discussion.

Thematic panels

The central part of the conference programme consisted of three thematic panels, each addressing different dimensions of the evolving information landscape. The structure of the sessions reflected the interdisciplinary character of the event and enabled a multifaceted discussion on the challenges and responsibilities related to the acquisition, transmission, and ethical use of information. Moderated by recognised scholars from Poland, the United States, and Croatia, the panels gathered contributions from diverse research contexts, offering both theoretical insight and practical applications. The following section provides an overview of each panel and the key issues raised in the presentations and discussions.

Panel 1. *Disinformation and organizational communication*

The first panel, chaired by dr Piotr Drąg, focused on disinformation and the challenges individuals face in navigating an environment inundated with false or misleading content. The presentations covered topics such as the interface between media and cognitive processes, disinformation among Slovak youth, mixed-method studies on fake news in Romania, and the impact of external pressures on internal organisational communication. This panel provided comparative insights into how different cultural and national contexts approach media literacy challenges.

Panel 2. *Information literacy in education and practice*

The second panel, moderated by Dr Eric Belokon, explored the practical applications of information literacy across academic, business, and communicative spheres. Topics included the development of core research infrastructure, corporate responsibility through media, product communication (with a case study on non-alcoholic wines), meaningful communication tasks, and AI-driven decision-making in education. The session emphasised the need for applied media education—bridging theoretical understanding with real-world practice.

Panel 3. *Ethics, truth, and personalism in communication*

The third panel, chaired by prof. dr s. Ante Rončević, addressed the philosophical and ethical dimensions of information. The presentations examined student collaboration in international educational projects, communication among minority language speakers, the role of truth in contemporary communication, and the “law of the gift” as a framework for understanding communication ethics. The final contribution offered a personal approach to media literacy and sparked a rich interdisciplinary dialogue.

Summary and reflections

The *Media for Man* conference once again affirmed its role as an intellectually rigorous and socially relevant event in the field of communication and media studies. The 2025 edition, dedicated to the *Information Literacy Mindset*, served not only as a platform for sharing academic research but also as a reflective forum for considering the condition of the contemporary information society.

The presentations and discussions demonstrated that information literacy has evolved into a core competency—essential for responsible and ethical engagement in today’s interconnected world. The rapid growth of artificial intelligence, increasing globalisation, and the changing media landscape all necessitate holistic, interdisciplinary approaches to information education. Collaboration among scholars, educators, media professionals, and civic institutions is critical.

The international and interdisciplinary nature of the conference encouraged the exchange of best practices and revealed a diversity of research methodologies and cultural perspectives. Particularly noteworthy was the event’s grounding in media ethics—an area deeply rooted in the identity of the Faculty of Communication Sciences at UPJPII. In continuing the tradition of the *Media Ethics* conference, *Media for Man* reaffirmed that “media for man” is not only a motto but also an imperative rooted in scholarly and civic responsibility.