We are pleased to invite you to participate in the 4th scientific conference in the series *Transmedial and Multimodal Narratives and Discourses* entitled:

Post-Truth, Hate Speech, and Manipulation in Science, Culture, Politics, and Media

The conference will be held in a **hybrid format** (in person and online).

Venue: Polish Academy of Arts and Sciences,
17 Sławkowska Street, Kraków,
Main Hall
on **October 16-17, 2025**.

The conference is organized by:

- **the Media Studies Committee of the Polish Academy of Arts and Sciences,**
- **the Institute of Law, Economics, and Administration at the University of the National Education Commission in Krakow,**
- **the Institute of Journalism and International Relations at the University of the National Education Commission in Krakow,**
- **the Faculty of Communication Sciences at the Pontifical University of John Paul II in Krakow,**
- **the Chair of European Law at the Jagiellonian University in Krakow**.

Conference Themes

The main topics of the conference focus on the analysis of transmedial and multimodal narratives and discourses related to post-truth, hate speech, and manipulation in various spheres of social life, including science, culture, politics, and media. The analysis will also cover legal measures aimed at preventing these negative trends, including national and international regulations concerning the fight against disinformation, hate speech, and media manipulation.

During the sessions, scholars will particularly focus on the concept of post-truth, which has gained prominence in recent years as a key factor influencing how information is received and interpreted in society.

Post-Truth in Science, Culture, Politics, Media

We will discuss the impact of misinformation on research processes and the verification of scientific findings. The popularization of science without proper substantive analysis leads to the erosion of public trust in scientific institutions and the manipulation of scientific data for political or commercial purposes. We will explore how post-truth affects the credibility of science in society and the consequences this has for the future of scientific research and education.

We will analyze the transformations of cultural narratives in the digital era and their impact on the perception of reality. Discussions will focus on the role of art and media in shaping the distinction between truth and fiction, as well as the use of culture to propagate specific ideologies and narratives. We will also examine how culture can both counteract and reinforce post-truth phenomena through various forms of artistic expression.

Post-truth is evident in the mechanisms of disinformation used in election campaigns and political debates. The role of politicians and the media in shaping post-truth narratives leads to the use of misinformation as a tool of power and social control, which, in turn, contributes to the erosion of democracy. We will analyze how post-truth rhetoric influences electoral decisions, the shaping of political narratives, and public trust in democratic institutions.

The transformation of traditional media into social media, and the role of algorithms in creating "information bubbles" amplify the phenomenon of post-truth, leading to the spread of false information and fake news. We will examine how modern technologies influence the way information is created, distributed, and consumed, as well as the challenges media face in combating disinformation.

In the context of post-truth, an important issue is the legal regulation of fake news and disinformation. The debate will focus on regulatory mechanisms used to combat false information, the boundaries of freedom of expression, and the legal consequences faced by individuals or entities responsible for spreading false and harmful content.

Hate Speech in Science, Culture, Politics, and Media

In science, hate speech affects academic environments and research processes, while academia plays a key role in countering hate speech. We will address issues of censorship and limitations on free speech in hate speech research, as well as ethical dilemmas related to studying and publishing controversial topics.

In culture, we will analyze manifestations of hate speech in artistic and media works, considering the role of culture in promoting tolerance and counteracting hate. Discussions will explore balancing artistic freedom with social responsibility and examining stereotypes and prejudices in cultural representations.

In politics, hate speech is often used as a political strategy, contributing to social and political polarization. We will examine legislative challenges in combating hate speech while preserving freedom of speech, as well as the social and political consequences of hate rhetoric.

 In media, we will focus on the representation of hate speech and the role of media in education and counteracting this phenomenon, with emphasis on legal regulations, ethical media standards, and the impact of social media on the spread of hate speech.

During the conference, we will analyse current legal solutions concerning hate speech in various countries, including Poland and the European Union. We will discuss the challenges of defining hate speech in legal terms, the effectiveness of existing regulations, and their practical application. We will also examine the conflict between freedom of speech and protection against hate speech.

Manipulation in Science, Culture, Politics, and Media

In science, we will discuss manipulative practices in research and publications, as well as the impact of funding on research independence. Topics such as plagiarism, data falsification, and other scientific misconduct will be thoroughly examined, along with conflicts of interest in academia.

In culture, we will critically assess manipulative techniques in marketing and cultural advertising, as well as the influence of media on shaping cultural tastes and preferences. Ethical issues in advertising, product promotion, and emotional manipulation in cultural content will also be addressed.

In politics, we will focus on manipulative strategies used in election campaigns and government communications, as well as the role of propaganda in shaping public opinion. We will discuss methods for recognizing and counteracting political manipulation and the long-term effects of manipulation on public trust and democratic institutions.

In media, we will examine information manipulation techniques in both traditional and social media, with special attention to fake news and deepfakes in the digital era. The discussion will cover challenges in combating disinformation and propaganda, as well as the media's responsibility for the truthfulness and reliability of the information they convey.

The discussion will also include an analysis of legal regulations concerning information manipulation in the media, including social media. We will address the issue of the responsibility of online platforms for the content they disseminate, regulations on political advertising, and ethical and legal standards in journalism.

Education panel

Educational panel with students and teachers titled "Truth or Fiction? Youth in the Face of Post-Truth, Manipulation, and Hate Speech." The aim of the panel is to examine young people's awareness of post-truth, information manipulation, and hate speech, as well as to present the results of survey research conducted in schools. The discussion will focus on educational methods and ways to counteract these negative phenomena among young people.

Practical Aspects of Hate Speech Research in Media

We anticipate the participation of communication professionals, including lawyers, economists, entrepreneurs, and media owners. One of the key topics will be the issue of information transmission or its suppression (disinformation) in acts of cyberterrorism, particularly in relation to security (cyberattacks on critical infrastructure).

Public discourse often portrays hackers and cyberterrorists as individuals who exploit digital technologies to spread misinformation and cause potential disasters, such as train or airplane crashes. For example, in May 2004, Australia's RailCorp halted 80% of train traffic because an infected radio system prevented communication between train drivers and railway operators.

This panel will explore the application of artificial intelligence in social media, particularly the generation of disinformation using AI, and the issue of information warfare on the Internet. Special attention will be given to security in transportation – rail, aviation, automobiles, and more.

Organizational Information

The deadline for abstract submissions is **June 30, 2025**, and notifications of accepted papers will be sent by **July 15, 2025**. Full papers should be submitted by **August 30, 2025** to the following email address: **komisja.medioznawcza@pau.krakow.pl**

A detailed conference program will be published on the conference website by the end of **September 2025**.

The conference is supported by numerous academic institutions, media outlets, and non-governmental organizations committed to promoting responsible communication and combating disinformation.

Join us and take part in discussions that are shaping the future of communication in the digital age!

Scientific Committee

Prof. dr hab. Maciej Kawka, **Chair**

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