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## **THE POLISH COMMUNICATION ASSOCIATION'S 10<sup>TH</sup> ANNIVERSARY (2007–2017)**

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In April 2017 the Polish Communication Association celebrated its 10th anniversary in Wrocław – European Capital of Culture 2016 and „the meeting place”. The choice of the city was not a coincidence, however, because the PCA was founded in Wrocław and its members agreed that there was no better place to celebrate, reminisce and make plans for the future of the association.

The PCA was established by 38 scientists who agreed that it was absolutely essential in order to properly function and develop in their field. In 2007 the association had 46 members and in 2016, after nine years, this number was noticeably higher – 241 scientists from all over the country and abroad (honorary members) had decided to work together. All the members meet during congresses held every three years, but also actively participate in numerous conferences and projects in the meantime, making the PCA one of the most active scientific associations in Poland. The association is also well known abroad from its cooperation with the International Communication Association (ICA) and as the initiator of the Central and Eastern European Communication and Media conference. The PCA is also the publisher of the renowned “Central European Journal of Communication”.

A two-day conference (25–26 April, 2017) took place at the University of Wrocław Library, the Institute of Journalism and Social Communication and the Institute of Political Science (University of Wrocław). During numerous panel sessions the participants discussed not only past achievements and present trends in media, journalism or communication studies, but also talked about the future of those fields and the place of media studies in relation to other disciplines. The significance of this event can be seen both from the number of participants – exceeding 200, from Poland and further afield – and from the stature of scholars in attendance, including Marian Berezhnaya, Svetlana Bodrunova, Sergey Korkonosenko, Natalia Milewski, Svetlana Pasti, Eva Połowska-Kimunguyi, Lilia Raycheva, Anda Rozukalne, Gabriella Szabó, Marian Urbanikova and Jaromir Volek.

The anniversary also afforded the ideal opportunity to spend time in less formal gatherings, such as the dinner held on the first evening of the conference, and to meet in smaller groups, proving correct the claim that Wrocław is indeed the meeting place!