

ON THE WAY TO ONLINE COMMUNICATION. ON THE CONTENT AND THE LANGUAGE OF “NOWY AKAPIT” MAGAZINE

Klaudia Kuraś-Szczepanek¹

Abstract

The following article is devoted to the discussion about the structure, linguistic phenomena and genres occurring in the newspaper edited by the students of Polish Philology at the University of Rzeszów, who belong to the Student Journalists' Club. Besides discussing topics of interest to young people, the article also describes the language used by the editors of the magazine, including references to poetry, songs or advertising slogans. Furthermore, press genres presented in the journal are briefly discussed. Finally, the article also draws attention to the readership of the press in Poland.

Keywords: online press, press readership, language, journalistic genres

INTRODUCTION

Along with the passing of generations, the number of people who use the Internet is increasing. Every child attending primary school (or sometimes even at earlier stages of education) is in the possession of electronic devices (e.g. smartphones, laptops, tablets), which allow him or her to access the World Wide Web and view the content it offers. The youngest generations rarely read books (including set books) and the press. People who have access to information online appreciate the ease with which they can acquire knowledge and consequently, they frequently opt for electronic editions of books and newspapers instead of the traditional printed ones. So, it comes as no surprise that the popularity of e-books (and audiobooks), as well as digital versions of newspapers, is growing year by year.

THE READERSHIP OF THE PRESS IN POLAND – RESEARCH RESULTS

A survey conducted by the Public Opinion Research Center (henceforth CBOS) on 14-20 May 2015, by virtue of computer-aided face-to-face interviewing method (CAPI) on a representative sample of 1,048 adults living in Poland, shows that 64% of adult Poles

1 Klaudia Kuraś-Szczepanek, MA of Polish, PhD candidate at the University of Rzeszów, Institute of Polish Philology, Faculty of Philology, Rzeszów University, ul. Mjr. W. Kopisto 2B, 35-315 Rzeszów; e-mail: klaudia.kuras@onet.pl. ORCID: 0000-0002-5428-1210.

regularly use the Internet². On average, they spend 13 hours per week online³. The number of people who use the Internet outside their place of residence is also increasing due to the growing popularity of mobile devices, especially smartphones⁴. The CBOS report states that “during the month preceding the survey, the online press was read by more than one-third of all adults, i.e. almost three-fifths of all Internet users (56%)”⁵. Every fourth reader is willing to pay for the press articles available on the Internet, but it concerns mainly scientific, professional or specialist texts and economic analyses - content that facilitates the personal development of the recipient or improves his or her competences. Readers do not declare their willingness to pay for rumours about celebrities or criminal news⁶. Positive conclusions can be drawn from research conducted by the Press Distribution Control Association (henceforth ZKDP), which shows that electronic editions will have a positive impact on press readership, as interest in digital versions of newspapers is growing⁷. To quote:

“Over the next 5 years, the readership of the press in Poland (both printed and digital) is expected to increase by 4-16%. The smaller share of the printed press will be more than compensated for by the readership of digital editions, much higher than it is today. Both forms of the press remain a valuable source of information and opinions, serving a significant cultural role also for young, educated audiences”⁸.

The conclusions were drawn on the basis of a readership survey conducted by Millward Brown, which in turn, was commissioned by the Chamber of Press Publishers (in co-operation with the National Center for Culture). The study was carried out in October 2013⁹.

The research conducted by the ZKPD proves that press releases are perceived by the readers as valuable and reliable, which makes the press an important medium in the process of shaping public opinion. The analyses carried out by ZKDP confirm a 2.56% decrease in press sales in the first half of 2016, when compared to the results obtained in the first half of 2015. However, these data refer only to sales of newspapers in printed form (sold in kiosks, shops and subscribed at regular prices)¹⁰. According to the research, the press still has a very strong position in the market. One of the reasons behind it might be that the newspapers are treated by the respondents as a source of information, by dint of which one can develop his or her interests and gain knowledge (according

2 http://www.cbos.pl/SPISKOM.POL/2015/K_090_15.PDF, p. 1 [online: 22 March, 2017].

3 http://www.cbos.pl/SPISKOM.POL/2015/K_090_15.PDF, p. 5 [online: 22 March, 2017].

4 http://www.cbos.pl/SPISKOM.POL/2015/K_090_15.PDF, p. 18 [online: 22 March, 2017].

5 http://www.cbos.pl/SPISKOM.POL/2015/K_090_15.PDF, p. 11 [online: 22 March, 2017].

„W ciągu miesiąca poprzedzającego badanie prasę online czytała ponad jedna trzecia ogółu dorosłych, czyli niemal trzy piąte internautów (56%)”. Unless indicated otherwise, all the Polish quotations cited in this paper were translated by me.

6 http://wyborcza.pl/1,91446,15488629,Badanie_Czytelnictwo_prasy_wzrosnie_dzieki_wersjom.html, p. 1 [online: 23 March, 2017].

7 [http://www.pik.org.pl/upload/files/Raport%20RYNEK%2011-02-2014%20\(R\)%20word%20IWP-1.pdf](http://www.pik.org.pl/upload/files/Raport%20RYNEK%2011-02-2014%20(R)%20word%20IWP-1.pdf), pp. 29-33 [online: 23 March, 2017].

8 http://wyborcza.pl/1,91446,15488629,Badanie_Czytelnictwo_prasy_wzrosnie_dzieki_wersjom.html, p. 1 [online: 23 March, 2017].

„W ciągu najbliższych 5 lat czytelnictwo prasy w Polsce (łącznie drukowanej i cyfrowej) ma wzrosnąć o 4-16 proc. Mniejszy udział prasy drukowanej zostanie z nadstatkiem zrekomensowany przez znacznie wyższe niż dzisiaj czytelnictwo wydań cyfrowych. Obie formy prasy pozostają cennym źródłem informacji i opinii, o dużej roli kulturotwórczej, także dla młodych, wykształconych odbiorców”.

9 [http://www.zkdp.pl/attachments/article/517/Raport%20RYNEK%2011-02-2014%20\(R\)%20word%20IWP.pdf](http://www.zkdp.pl/attachments/article/517/Raport%20RYNEK%2011-02-2014%20(R)%20word%20IWP.pdf), p. 1-2 [online: 20 March, 2017].

10 <http://businessinsider.com.pl/media/prasa/sprzedaz-tygodnikow-opinii-w-i-polroczu-2016-roku/y149xpc>, p. 1 [online: 21 March, 2017].

to 70% of the respondents)¹¹.

The publishers of the Polish press (e.g. "Gazeta Wyborcza", "Rzeczpospolita", "Przełąd Sportowy", "Gość Niedzielny" and many, many others) are aware of the growing interest in online newspapers. Therefore, in order to meet readers' needs, besides publishing paper editions, they also introduce electronic versions - the so-called e-gazeta. Electronic magazines can be purchased once or subscribed to using e-kiosks. On the Polish market, websites such as www.egazety.pl, www.e-kiosk.pl, www.nexto.pl provide access to the online press and the overall offer of these companies includes over 500 publications (including daily newspapers and popular magazines)¹².

LANGUAGE IN THE MEDIA - SHORT DESCRIPTION

One of the key elements in the process of attracting the readers and thereby increasing the readership is the language, which we shall now briefly describe. At the beginning of our discussion about the language of the media, it is worth noting that at present, one of its most crucial aspects is connected to fulfilling the phatic function. In the case of the press, radio or television, the questions such as *who is listening* and *what is being listened to*, as well as *who is reading* and *what is being read* are seen as vital [Pisarek, 2012, p. 115]. Furthermore, as emphasized by the scholar, it is becoming increasingly important for the journalist to know how his or her text will be received by the readers [Pisarek, 2012, p. 122]. In order to attract and maintain the attention of the public, journalists frequently use the technique consisting in repeating both content-related and linguistic templates [Pisarek, 2012, p. 119]. As the author emphasizes, broadcasters and reporters often use casual vocabulary, common phraseology (which is not limited to feature articles), as well as puns (used also in headlines, which - according to Pisarek - is sometimes in bad taste). Predictably, such practices can be also found in the student magazine in question.

Żydek-Bednarczuk highlights the fact that the press published in the span of the last 20 years has been designed to intrigue, attract or shock the reader with the diversity of its forms of expression and content [Żydek-Bednarczuk, 2016, p. 310]. Moreover, one may notice the tendency to reach out to the culture of everyday life, and therefore to colloquialisms. Lubaś remarks that colloquial vocabulary, which appears in the media, is used mainly to win the approval of the reader. Furthermore, it aims to establish and maintain contact, as well as to turn the authors and the readers into equal discourse partners [Lubaś, 2012, pp. 196-197]. The students who create "Nowy Akapit" write about what is important to them, about their everyday life, as they often openly discuss their personal experiences. By involving the reader into their own stories and describing their own interests they exert a positive impact on the recipient of the texts. The authors of the articles convey their visions of reality which they evaluate, thereby hoping for achieving a sense of unanimity with the recipients [Lubaś, 2012, p. 197]. As Żydek-Bednarczuk points out, newspaper and magazine headlines often have interesting graphic, grammatical and phonetic forms. Both texts and text titles include lexical puns which involve metaphors or neologisms. What is more, journalists often restructure idiomatic expressions and utilize syntactic and stylistic puns. The author emphasizes that the linguistic layer of the published text often includes colloquial, emotionally-charged words, as well as common idiomatic expressions [Żydek-Bednarczuk, 2016, pp. 310-311]. Online headlines are usually compact, as they include a few words and answer the questions: *who? what? where?*. Moreover, journalists tend to use keywords that help to immediately identify the thematic scope of the text. According to Żydek-Bednarczuk, the headlines also fulfil the

11 http://wyborcza.pl/1,91446,15488629,Badanie_Czytelnictwo_prasy_wzrosnie_dzieki_wersjom.html, p. 1 [online: 23 March, 2017].

12 <http://www.komputerswiat.pl/poradniki/poradnik-kupujacego/internet/e-prasa/2010/05/prasa-elektroniczna-czy-to-ma-sens.aspx>, p. 1 [online: 21 March, 2017].

emotional function, and their combination with iconic signs seems to be especially effective in online titles [Żydek-Bednarczuk, 2016, p. 315]. The conclusions drawn by the above-mentioned authors who analyse the language of media are also reflected in the magazine created by students of the University of Rzeszów, as we shall see in one of the following sections.

The characterization of the contemporary language of the press has been well-captured by Kita, who recommends to “look at the language of the press as the result of subjective activities, where the needs of media broadcasters, their linguistic awareness and competence, as well as linguistic sensitivity, intentions and axiological attitudes are revealed - in short: recreating reality, but also creating it, focusing on the recipient and influencing him or her, as well as manifesting the individualism (here: mainly linguistic) of the creator of the text”¹³. [Kita, 2011, p. 302]. The above-described perspective of the author of the article rather than the reader seems to determine both the language and the linguistic functions of the published text. Still, it should be stressed that while preparing articles, the authors strive to lure their readers, which in turn affects the choice of relevant vocabulary.

THE STUDENT PRESS IN POLAND

As Kurek points out, the student press, of which “Nowy Akapit” is a prime example, is edited by students and published for the students themselves. The author also emphasizes that the main objective of this type of press is to encourage young people to engage in journalistic endeavours, as well as to inspire social activity aimed at helping their local community and present the results of their own projects [Kurek, 2012, p. 57]. According to Kurek, the student press can be divided into the local press, which is directed towards the audience connected to one university or one city, as well as the national press; as might be expected, most magazines created by the students are published locally rather than nationally [Kurek, 2012, pp. 57-58]. The student press serves several roles - among the most prevalent ones, we shall distinguish informative, opinion-forming, controlling, socio-educational, integrative, promotional, entertaining and advertising. On the other hand, Grzechnik claims that in the case of student media (i.e. also the student press) the following functions come to the fore: providing information, animation, and promotion, as well as instilling educational values (implemented via learning workshops, introducing the notion of conscious journalism and taking responsibility for one’s words, to name but a few examples of the benefits one can reap from the active participation in student media [Grzechnik, 2018, p. 11]. Student media play an important role in the process of integrating the academic community and at the same time, they are an integral part of the student culture. Grzechnik also emphasizes the importance of this type of media in the context of creating the image of the university and believes that the potential of such news outlets is often underestimated. Furthermore, Kurek mentions that more and more student magazines are available in the electronic form – this, in turn, often entails a dual manner of distribution, i.e. the traditional printed version and the Internet-based online variety [Kurek, 2012, p. 60]. As highlighted by Grzechnik, due to the use of the Internet, the contemporary student media have a global reach [Grzechnik, 2018, p. 9]. Both authors report that today approximately 100-120 student magazines are published in Poland [Kurek, 2012, p. 59, Grzechnik, 2018, p. 19].

Among the most popular student magazines in Poland we should enumerate the nation-wide monthly “Eurostudent”, the academic biweekly “Koncept”, the Students’

13 [...] „spojrzeć na język prasy jako efekt działań podmiotowych, gdzie ujawniają się potrzeby nadawców medialnych, ich świadomość i kompetencja językowa, także wrażliwość językowa, ich intencje, postawy aksjologiczne – krótko mówiąc: odtwarzanie rzeczywistości, ale i jej kreowanie, orientacja na odbiorcę i oddziaływanie na niego, także przejawianie się indywidualizmu (tu: głównie językowego) podmiotu tekstotwórczego” [Kita, 2011, p. 302].

Journal of the Jagiellonian University "WUJ", as well as the journals "LexuS", "Głos Humanisty", "PEWU", "ASpekt", "Wiadomości ASP", "Akademicki Kurier Polski", "Plus AWF", "Dlaczego", "Gazeta Studencka" and "Parlament". A complete list of student media in Poland can be found on the website forstudenta.pl in the "Studies" tab, which includes the organization's database.

THE INCREASING POPULARITY OF ONLINE MAGAZINES

According to Żydek-Bednarczuk (after Poulet), the reports on the future of the press imply the disappearance of the news-oriented printed press [Żydek-Bednarczuk, 2016, p. 309]. Along similar lines, Kuiken et al. [2017] anticipate that in the future, the traditional printed news might be replaced with the online press. Jarosz also emphasizes that the media experts have been predicting the end of this variety of press for some time now, due to the declining sales of the printed versions of newspapers [Jarosz, 2016, p. 465]. In turn, Bogdańska remarks that as a result of the continuous decrease in sales and press readership, publishers are obliged to increase the presence of newspapers on the Internet, which is motivated, amongst others, by pursuing the readers [Bogdańska, 2016, p. 149]. However, according to Jarosz, media consumers are still reluctant to pay for the access to the content that is published on the Internet.

Obviously, the emergence of the online press is a corollary of the ingenious invention of the Internet, which not only transformed the whole field of the mass media [Hashim et al. 2007], but also the structure and language of specific articles published online [Kolodzy 2006]. Needless to say, various news publishers were forced to adapt their content to the new medium, which due to a number of its outstanding qualities, enabled effective transmission of information [Fernandes and Alturas 2013]. The authors dealing with the subject of the online press often mention its advantages. For example, Różycka emphasizes the superiority of online newspapers over their printed versions mainly due to the possibility to comment on the text immediately after reading it and the virtually instantaneous availability of the published content all over the world [Różycka, 2014, p. 114]. Moreover, as the author notes, virtual reality is a place where the press is given favourable conditions to develop new forms of communication. As he points out, with the development of the Internet, more and more information are available in the form of photographs, video sequences, graphic and audio documents rather than just text. The above-mentioned forms of communication are now an integral part of most press services [Różycka, 2014, pp. 123-124]. On the other hand, Kreft states that owing to the promptness of the access to information and the ease with which the information can be found in the search engine, the value of an information product in an online channel increases and becomes much higher than the offering of the traditional channels [Kreft, 2010, pp. 64-65]. When analysing the website Dziennik.pl, Jarosz observes that in contrast to those who publish in traditional media, the authors who do so online receive feedback on the number of readers who have looked into their text. Upon learning how much time the audiences spent on the website with a given publication, the authors can estimate whether the readers have read the whole article or have given up reading the presented content [Jarosz, 2016, p. 475]. Furthermore, Żydek-Bednarczuk believes that the growing popularity of online newspapers is caused by the dissemination of visual culture and iconic phrases. This is because images have become a form of interpersonal communication and are gradually replacing texts [Żydek-Bednarczuk, 2016, p. 312].

It is also worth quoting (after Bogdańska) Bauer's stance on Internet genres. The author argues that: "Press genres published on the Internet differ from the traditional ones in the use of multimedia technologies". [Bogdańska, 2016, p. 158].¹⁴

The following article presents the content of the student magazine "Nowy Akapit"

¹⁴ „Gatunki prasowe opublikowane w Internecie różnią się od tradycyjnych wykorzystaniem technologii multimedialnych”.

issued by the University of Rzeszów - a publication which functions solely as a digital news outlet and which might be seen as evidence for the growing interest in the online press¹⁵. The research material for the following analysis consists of first eight numbers of "Nowy Akapit" magazine. This selection is grounded in the assumption that early numbers of a magazine are particularly significant in setting the tone of the publication and establishing its guiding principles. As regards the specific research methods, each number was thoroughly read in order to pinpoint the idiosyncratic linguistic features of the articles. The second part of the research focused on identifying the prevalent journalistic genres found in the magazine, as well as discovering the subject matters addressed by the students at the University of Rzeszów. Finally, it should be mentioned that the following analysis is of primarily qualitative nature, as the magazine in question is treated as a case study.

"NOWY AKAPIT" AS AN EXAMPLE OF AN ONLINE MAGAZINE

"Nowy Akapit" is a magazine published by the students of Polish Philology at the University of Rzeszów, who are members of the Student Journalists' Club. The first issue was released on the 19th of June 2015. The magazine is available on the issuu platform¹⁶. Students who are responsible for editing "Nowy Akapit" write with passion, present interesting topics and raise various issues. They take care of the language of published articles as well as the graphic design. Furthermore, they put all their heart and commitment into the creation of the magazine, as they themselves emphasize:

"Since we appreciate that you are still with us, we come back with even more strength, a lot of energy, a fresh outlook and a great deal of thought (...) We are here to grow - before your eyes and with your help. To do something for you and for ourselves. If you like to read us [i.e. our magazine], we like to write for you. Full of hope, enthusiasm, freshness - we wish you a pleasant <<reception>>"¹⁷.

By editing the magazine, the students gain experience, thereby actively preparing to work in the profession. They hone their editorial skills, discern problems affecting the community, and discuss topics happily read by the audience. Needless to say, the acquired skills will certainly be beneficial in their further journalistic work.

"Nowy Akapit" is a youth magazine targeted mainly at university students; however, a lot of interesting and useful information can be found here by high school students, junior high school students, as well as people interested in the discussed subject matters. It is impossible to list all the issues investigated by the editors of the analysed magazine. It is also difficult to grasp the main idea of "Nowy Akapit", as its contents are quite eclectic; however, we shall present some of the most common subject matters discussed in the magazine. To exemplify, "Nowy Akapit" is filled with articles devoted to the issues of studies (including information concerning student dormitories, student organizations, scholarships, virtual university, etc.). Owing to such articles, other students have up-to-date knowledge about the changes introduced at the university, the duties they have to fulfil and the awareness of belonging to a social group. Furthermore, the editors explore cultural events organized in the city where they study, but also describe places in Poland that are noteworthy. Among the presented corners of the country, the most common are the mountains - the Bieszczady mountains, the Sudety mountains, the Tatra mountains.

15 According to Jan Kreft, the first online newspaper The PaloAltoWeekly was established in 1993 [Kreft, 2010, p. 63].

16 <https://issuu.com/klubdziennikarzystudenckich> [online: 13 March, 2017].

17 „Nowy Akapit” 7, p. 3; „Doceniając to, że cały czas jesteś z nami, wracamy z jeszcze większą siłą, mnóstwem energii, świeżym spojrzeniem i ogromem przemyśleń (...) Jesteśmy tu po to, żeby się rozwijać – na Twoich oczach i z Twoją pomocą. Po to, żeby zrobić coś dla Ciebie i dla siebie. Jeżeli lubisz nas czytać, my lubimy dla Ciebie pisać. Pełni nadziei, zapału, świeżości – życzymy Ci przyjemnego <<odbioru>>”.

A lot of attention is devoted to personal development, various sports disciplines, new inventions and technologies, as well as the lifestyle of the Polish community; additionally, the editors conduct interviews with people from the region who, in their opinion, deserve attention. They are not afraid to express their own standpoints, they like to intrigue the reader and thus make him or her reflect upon the presented issue. What distinguishes them from other magazines is, first of all, their often very subjective approach to the discussed topics. In the introduction to the 8th issue of the journal one can read:

"(...) we expose some part of ourselves - we write about what touches us. (...) We are interested in a lot - that's why this issue is saturated with articles and columns on various topics. It is up to you to choose which one of us you want to get to know this time"¹⁸.

According to the above-mentioned quote, the editors of "Nowy Akapit" perceive writing articles as unveiling mysteries about themselves. By deciding to present a given topic from a personal point of view, they allow readers to get to know themselves, their own story, work, hobbies or at least their attitude towards the raised issues.

THE LANGUAGE OF THE MAGAZINE

The editors of the analysed student magazine use the first-person singular in articles about their work or interests (they participate in), e.g. "**I will rather not make a mistake** by saying"¹⁹, "**I provide services, I am wearing a working t-shirt, he pays - I listen humbly and obey**"²⁰. The already-mentioned subjectivity of the presented situations is manifested here, since these articles show the author's personal attitude toward the subject. Because of this, the reader is aware of the authenticity of the discussed issue. In publications devoted to matters concerning a larger community (e.g. students), the authors use the first-person plural, thereby identifying themselves with the reader. To illustrate, they write "**we sit and weep** over materials"²¹. Sometimes they address the recipients directly, using the second-person singular, e.g. If "**you reach** for our text"²², "**Concentrate! You have** one decision to make"²³. Due to the use of direct phrases, the authors reduce the distance in the journalist-reader relationship and create an atmosphere of equality and friendly relations.

The authors of the publications are well-read. This is evidenced, above all, by the numerous references to various works of culture, journalism, etc. In the articles, you can find some well-known quotations. One of them is the aphorisms "**Never give up on the goal only because it takes time to achieve it. Time will pass anyway**"²⁴, which appears in the article entitled *Słów kilka o postanowieniach noworocznych / A few words about the New Year's resolutions*. The content of the text which ends with the above-mentioned quote, positively influences the desire to change one's current life, as well as the confidence in the ability to achieve successively set goals. It persuades readers to behave in a specific way, to have the right attitude, etc. Indeed, thanks to young people - passionate students - others are given a chance to believe in themselves and change their lives for the better. In the analysed articles, one can also spot references to poetry, e.g.

18 „Nowy Akapit” 8, p. 3; „(...) obnażamy jakąś część siebie – pisząc o tym, co nas dotyka. (...) Nas interesuje wiele – dlatego ten numer nasycony jest artykułami i felietonami o różnorodnej tematyce. Wybór, kogo z nas zechcesz tym razem poznać, należy do Ciebie”.

19 „Nowy Akapit” 8, p. 13; „raczej nie popełnię błędu, mówiąc”

20 „Nowy Akapit” 7, p. 14; „świadczę usługi, jestem w roboczej koszulce, on płaci – ja pokornie słucham i wykonuję”.

21 „Nowy Akapit” 5, p. 18; „Siedzimy i płaczemy nad materiałami”

22 „Nowy Akapit” 8, p. 3; „Jeżeli sięgasz po nasz tekst”

23 „Nowy Akapit” 2, p. 41; „Skup się! Masz jedną decyzję do podjęcia”

24 „Nowy Akapit” 3-4, pp. 18-19; „Nigdy nie rezygnuj z celu dlatego, że osiągnięcie go wymaga czasu. Czas i tak upłynie”

"Die? One does not do that to a cat"²⁵. This quote is taken directly from Wisława Szymborska's poem *Kot w pustym mieszkaniu / A Cat in an Empty Apartment*. Moreover, there are also references to well-known Polish songs and advertising slogans. To exemplify, the quote **"one should know when to go down from the dance floor..."**²⁶ refers to the song *Niepokonani* recorded by the band Perfect ("one should know when to go down from the stage"²⁷). On the other hand, the phrase **"set makes a difference"**²⁸ alludes to the advertising campaign of Żywiec beer: "almost makes a big difference"²⁹. The articles include references to phraseologisms, e.g. "he will have to wait a little longer for **the prince to arrive on a white horse**"³⁰, which is based on the fixed phrase "a knight on a white horse"³¹. The authors also use wordplay, e.g. the **"(un)necessary driver, that is, 4 wheels of the future"**³², **"feminism (un)welcome"**³³ and implementing this technique is a clear indication that each reader can choose the position that is closer to him/her. To put it another way, the authors do not impose only one way of thinking on the audience. There are also colloquial phrases in the articles, e.g. "for us, **such words are like water off duck's back**"³⁴, **"one great humbuggery"**³⁵. Using the foregoing expressions is justified on the grounds of applying the journalistic style. Swear words are infrequent, and if they do occur, it only happens in the case of a large emotional involvement of the author. To illustrate, a report from a half-marathon in which the author participated includes the following passage "if you are to let go now, **why the hell** have you been suffering for more than an hour"³⁶.

The background of the articles incorporated in the magazine is typically white or grey. The font is black, although it can occasionally be red or blue (but only the first letter at the beginning of the article or extracts). The layout of the magazine is very clear and carefully designed. Needless to say, the readers can enjoy articles that are of interest to them.

JOURNALISTIC GENRES IN "NOWY AKAPIT"

"Nowy Akapit" includes several different varieties of journalistic forms. For example, self-presentations which appear in the first issue of the magazine are used to introduce the profiles of the editors. These are short forms, usually consisting of a few sentences, describing mainly the interests of the described people. The self-presentations contain information which the editors decide to reveal to the readers. Generally, there are many reports and columns in the magazine. The purpose of the reports is to present key events that take place at the university, in Rzeszów, in the home city, etc. Here, one will find factual information allowing non-participants to get acquainted with the latest news. Some representative examples of this variety include reports from the 8th Week of the Polish Scholars - the celebration of the Polish Studies in Rzeszów³⁷, the Avant-garde invasion of Rzeszów - a ceremony aimed at promoting the works of poets of Podkar-

25 „Nowy Akapit” 8, p. 13; „Umrzeć. Tego się nie robi kotu”

26 „Nowy Akapit” 6, pp. 18-19; „trzeba wiedzieć kiedy z parkietu zejść...”

27 „trzeba wiedzieć kiedy ze sceny zejść”

28 „Nowy Akapit” 6, p. 10; „set robi różnicę”

29 „prawie robi wielką różnicę”

30 „Nowy Akapit” 3-4, p. 19; „będzie musiał poczekać nieco dłużej na przybycie księcia na białym koniu”

31 „rycerz na białym koniu”

32 „Nowy Akapit” 8, p. 15; „kierowca (nie)zbędny, czyli 4 kółka przyszłości”

33 „Nowy Akapit” 6, p. 5; „feminizm (nie)mile widziany”

34 „Nowy Akapit” 8, p. 6; „takie słowa spływają po nas jak po kaczcę”

35 „Nowy Akapit” 8, p. 18; „jedna wielka bujda”

36 „Nowy Akapit” 6, p. 15; „jak masz odpuścić teraz, to po cholere męczyłeś się przez ponad godzinę”

37 „Nowy Akapit” 1, pp. 10-11.

pacie³⁸ or the food trucks rally - an event which took place in Rzeszów for the first time in 2016³⁹ and many, many others. The columns published in the magazine are devoted to the culture of the Polish countryside (dances and festivities)⁴⁰, social reception of the Great Orchestra of Christmas Charity⁴¹, disco polo songs⁴² or the pursuit of scholarships⁴³. The magazine also contains several articles on political issues, including the question of admitting refugees to Poland⁴⁴. "Nowy Akapit" also includes many interviews with people connected with the region, university and the city. The magazine includes interviews with Patryk Czech - the President of the Academic Circle of the Catholic Youth Association at UR⁴⁵, Dorota Wilk - the head of the urban section of the Nowiny Daily Newspaper⁴⁶ or Barbara Pawlak - a TV journalist associated with TVP Rzeszów, who talks about Ryszard Kapuściński⁴⁷. The magazine also features reviews of various cultural works - films (e.g. *Lewiatan* by Andrei Zvyagintsev⁴⁸, *Son of Saul* by Laszlo Nemes⁴⁹) and books (William Paul Young's *The Shack*⁵⁰). When writing reviews, the authors pay attention to valuable works that should certainly be seen or read by every reader, student or Pole. Furthermore, "Nowy Akapit" offers space for the authors' own works. Specifically, it has published short stories by Joanna Gościńska, i.e. *His Present Woman*.⁵¹ and Damian Łodyński i.e. *Harambe*⁵², as well as poems written by novices, often involved in the creation of "Nowy Akapit". Therefore, the readers can dip into pieces such as *Rose* by Łukasz Waclawek⁵³, *Days of Honour and Private Identity* by Joanna Gościńska⁵⁴ and *** by Dominika Piotrowska⁵⁵.

CONCLUSIONS

"Nowy Akapit", a magazine created by young people, presents a lot of significant topics and compelling views on the raised issues. Surely, we can include it into the extensive library of the locally-published student press, which at the same time are accessible to all those interested in the content of a given magazine due to its Internet-based presence. "Nowy Akapit" is free of charge and exists only in an electronic format, which is a sign of (among other things) the remarkable progress of technology in our times and the changes that occur in readership of the printed press in Poland. Furthermore, it confirms the growing popularity of online magazines, which has been noticed by various scholars investigating the contemporary press. Still, it would appear that publishing a printed version of newspapers or magazines might be seen as more prestigious.

As mentioned by Kurek and Grzechnik, "Nowy Akapit" aims to encourage students to make journalistic attempts, and thus improve their writing skills, which may be an essential part of their future career. The analysed magazine also offers the possibility of

38 „Nowy Akapit” 8, p. 11.

39 „Nowy Akapit” 7, pp. 4-5.

40 „Nowy Akapit” 2, pp. 22-25.

41 „Nowy Akapit” 5, pp. 4-5.

42 „Nowy Akapit” 3-4, pp. 48-51.

43 „Nowy Akapit” 1, pp. 12-14.

44 „Nowy Akapit” 5, pp. 10-11.

45 „Nowy Akapit” 1, pp. 22-23.

46 „Nowy Akapit” 1, pp. 34-36.

47 „Nowy Akapit” 2, pp. 26-31.

48 „Nowy Akapit” 1, pp. 26-27.

49 „Nowy Akapit” 2, pp. 41.

50 „Nowy Akapit” 3-4, p. 39; *Chata*

51 „Nowy Akapit” 3-4, pp. 56-58; *Jego obecna kobieta...*

52 „Nowy Akapit” 8, p. 19.

53 „Nowy Akapit” 6, p. 9; *Róża*

54 „Nowy Akapit” 1, p. 43; *Czas honoru, Odosobniona tożsamość*

55 „Nowy Akapit” 1, p. 37.

publishing one's own work and certainly constitutes an important element of the student culture. The editors write about what is relevant, important and noteworthy at a given moment, thus trying to arouse interest among potential readers. "Nowy Akapit" is currently the only magazine published at the University of Rzeszów.

The magazine does not have a repetitive structure and does not appear regularly within a set time, which may not have a positive impact on the perception of the discussed variety of the press. Moreover, the number of pages of the analysed issues is diversified, ranging from 20 to 60; such diversification may indicate the lack of fixed concept for the functioning and the content of the magazine.

"Nowy Akapit" is dominated by such genres as columns, reports, interviews, reviews, self-presentations, articles on political issues, and the authors' own works, mainly short stories and poetry. Presented articles deal with topics such as studies, cultural events, personal development, new technologies and interesting locations. They are characterized by a considerable degree of subjectivity and the use of a direct appeal to the recipients, which aims to shorten the distance between the authors and the recipients. The analysed texts also include a great deal of intertextual references and the interplay of diverse areas of life.

It should also be emphasised that "Nowy Akapit" is a magazine created by young people born during the Internet era. Therefore, they perceive the aforementioned technology not as a secondary medium to which the press has to adapt, but as a primary medium. Consequently, releasing an online newspaper rather than a printed seems to be a natural choice for them.

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