



Editorial: The Image of a Scientist in the Media

The presented collection of texts constitutes an interdisciplinary study referring to the image of scientists, academic teachers and researchers as described by the media. The reflection contained here refers to the perception of the profession in the light of information published in the Internet, press or radio broadcasts, which give an account of the changing image of a scientist. It turns out that Polish science in the face of constant changes is becoming more and more competitive, modern and innovative. It is connected with numerous research problems depicting various ways and forms of passing judgement on scientists.

The volume of the “Horizons of Education” entitled *The Image of a Scientist in the Media* is a collection of papers as a result of interdisciplinary research and analyses presented by the Authors. They define the limits of this vast area, answering numerous significant and surprising questions. Stereotypical perception is often displaced by new problems concerning, among others, the special character of the term “young scientist,” which is repeatedly used by the media for various actions and groups not necessarily connected with science. Another issue is the “cult of youth” – ubiquitous in the mass culture. In the case of the image of scientists, it clearly favours the groups of young scientists, which disturbs the real age proportions of the workers in this sector. A new issue is the exploration of the narcissistic attitudes observed among scientists and determining their sources. The path of professional promotion of academics or their fight for strengthening their position in new fields of creative work constitute various determinants of the functioning of scientists, whose image may evolve at the same time becoming an element of reputation and contributing to the optimisation and popularisation of the works of a scientist-author on the culture market.

The process of constructing the social representation of a scientist is also presented from the angle of linguistic and extra-linguistic elements serving to depict the image itself. An analysis using the theory of framing, recognised in the media studies, is an interesting supplement to the

study in this area. Thanks to it, further features of the portraits of scientists depicted by the media are revealed.

The image of scientists goes hand in hand with undertaking scientific issues as well as scientific disciplines and fields with the largest representation in science. Therefore, this collection could not do without issues connected with the very specificity of communication about science or the way of presenting scientific issues and the choice of disciplines which are becoming more and more privileged in the media discourse.

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