M E S S A G E S

SOCIAL COMMUNICATION AND MEDIA SCIENCES AND THE PROMOTION OF TECHNOLOGICAL SOLUTIONS IN LIBRARY PRACTICE

Modern society is based on information and communication. With the dynamic development of media and technology, social communication and media sciences play an increasingly important role in understanding communication processes and their impact on society. However, despite the importance of these issues, scientific works in this area often remain unknown to a wider audience, including library employees and students of library science.

A specific solution to this problem is offered by the project „Information and communication – popularization of scientific research and technological solutions" implemented by the Polish Librarians' Association, which aims to inform the public about scientific works in the field of social communication and media sciences, promote the achievements of researchers, including the younger generation, and disseminate innovative technological solutions that can be used in library practice.

The target group of the project are librarians from various types of libraries – university, public, pedagogical and school – as well as students of library science. The project provides them with the opportunity to interact with researchers and experts, which contributes to a better understanding and practical use of research results.

The basic aim of the project is to deliver 12 open lectures and record the same number of podcasts, developed by communication and media researchers from leading research centers in Poland. Lectures and podcasts concern research and practices in the field of information and communication, both in Poland and in the world. Recordings of archived online lectures and podcasts are made available to a wide range of interested parties on the project's bilingual (Polish and English) website: www.sbp.pl/ik

Lectures and podcasts are divided into 3 thematic blocks. The first block concerns information, among others models of information culture, information management and information visualization using social media. The second block focuses on communication and deals with effective project management, interpersonal competency and digital humanities.

The third block is dedicated to technologies such as the use of Google Analytics, augmented reality (AR) and artificial intelligence.

The implementation of the project aims to draw attention to the role of scientific research and modern information and communication technologies in social development. The project also emphasizes the contribution of the academic community to shaping the social responsibility of science and the use of scientific achievements in improving library services.

Projects of this type are not only important for the knowledge society, but also for the libraries themselves, which thanks to them can better respond to the growing information and communication needs of users.

The project „Information and communication – popularization of scientific research and technological solutions" also has an important role in promoting the results of scientific research of Polish scientists abroad.

By making recorded lectures and podcasts available on the project's bilingual website (Polish and English), this initiative will enable a wide group of interested parties, including the foreign scientific community, to access information and solutions developed by Polish researchers.

The popularization of the results of scientific research by Polish scientists abroad may contribute to building stronger international ties, mutual inspiration and scientific cooperation, as well as to strengthening the position of Polish science in the global research environment.

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