

Międzynarodowa konferencja naukowa

**Technologiczne aspekty kultury:
Doświadczenia europejskie i chińskie**

**Politechnika Koszalińska
Wydział Humanistyczny
10-11 czerwca 2026 r.**

International scientific conference

**Technological aspects of culture:
European and Chinese experiences**

**Koszalin University
of Technology
Humanities Faculty
June 10-11, 2026**

Agenda

10 June 2026

Koszalin University of Technology, main campus, Str. Śniadeckich 2

9.00 – 10.00 Registration

10.00 – 10.15 Opening remarks:

- Rector prof. Danuta Zawadzka (tbc)
- Vice-rector for education prof. Krzysztof Wasilewski
- Vice-rector for science prof. Błażej Bałasz (tbc)
- Vice-rector for students affairs prof. Tomasz Królikowski

10.15 – 11.30 Keynote presentations:

- Prof. Silvia Pedraza (University of Michigan, USA): Contemporary immigration law in the US, technology and their cultural implications
- Prof. Marta Harničárová (Institute of Technology and Business in České Budějovice, Czech Republic), Prof. Jan Valíček (Slovak University of Agriculture in Nitra, Slovakia): Chinese Gunpowder in European Hands, European Porcelain in Chinese Kilns (**online**)
- Prof. Halyna Myronchuk (Lesya Ukrainka Volyn National University, Ukraine): Digital and technological transformations of Ukrainian society: a contemporary perspective

11.30 – 12.00 Coffee break

12.00 – 13.30 I session: AI, Innovation, and Politics (chair: tbc)

- Dr Ewa Włodyka (Politechnika Koszalińska, Poland): Artificial intelligence in European and Chinese public policy: multi-level governance, administrative culture and digital sovereignty
- Dr Joanna Nowicka (Akademia Nauk Stosowanych Angelusa Silesiusa w Wałbrzychu, Poland): The development of new technology and global economic competition and the culture of innovation
- Ibrahim Mammadov (Maria Curie-Skłodowska University, Poland): The rapid development of artificial intelligence and the cultural and informational environments

13.30 – 14.30 Lunch break

14.30 – 16.00 II session: Technology, Media, and Culture (chair: tbc)

- Dr Iwona Grodź (PTKS, Poland): Art and Media in the World of Algorithms
- Dr Anita Zawisza (Uniwersytet Warszawski, Poland): Local Content Across Domestic Video-on-Demand Platforms: A Comparative Content Analysis of Selected Polish and Chinese VoD Services
- Dr Mateusz Flont (Politechnika Koszalińska, Poland): From (fan)zine to (fan)page: Democratization of the message, the role of analog networks, and digital algorithmic surveillance
- Dr Maciej Adamski (independent scholar): Competitive market advantage of Chinese car industry as seen in Chinese car brochures – discursive features

16.00 – 17.30 Virtual Reality and 3D Printing Centres presentation

18.00 – 20.00 Networking dinner

11 June 2026

Koszalin University of Technology, Faculty of Humanities, Str. Kwiatkowskiego 6e

9.00 – 10.00 Registration

10.00 – 10.40 Keynote presentations:

- Prof. Yvonne Zajontz (Duale Hochschule Baden-Württemberg – Heilbronn, Germany): Between Hype and Reality: Innovation Readiness for Generative AI in Local Journalism
- Prof. Luís Cardoso (Portalegre Polytechnic University, Portugal): Media Studies and Film Studies in Uncharted Territories: Artificial Intelligence Literacy and Digital Skills as Emerging Horizons

10.40 – 11.40 III session: Journalism, History, Politics, and Technology (chair: tbc)

- Dr hab. Sebastian Ligarski, prof. PK (Politechnika Koszalińska, Poland): A short story about Polish and Chinese history moments from 1945 to 1989 with specially case about October 1956 in Poland
- Dr Dorota Michalska-Sieniawska (Politechnika Koszalińska, Poland): Human Dignity as the Foundation of Humanity, a Cultural Paradigm, and a Barrier to Unrestricted Technological Development
- Dr Izabela Dixon (Politechnika Koszalińska, Poland): Gains and Losses in AI-Assisted Translation: Meaning, Mediation, and Narrative Construction in European Discourse

11.40 – 12.15 Coffee break

12.15 – 13.30 PhD candidates session (chair: tbc):

- Krzysztof Karwowski (Szkoła Główna Handlowa, Poland): Chinese space program
- Jarosław Jurkiewicz (Politechnika Koszalińska, Poland): Digitization of cultural heritage
- Anna Popławska (Politechnika Koszalińska, Poland): Baltic Ports as a Space of Geopolitical Rivalry: Analysis of Chinese Presence from the Perspective of Polish Security Policy
- Tomasz Wojciechowski (Politechnika Koszalińska, Poland): AI and communication culture

13.30 – 13.45 Closing remarks

13.45 – 15.00 Lunch