

The mission-mindedness of Catholic media: a pragmalinguistic case study of Radio Emaus

This monograph describes an exploration into radio broadcasting, which is still a relatively new research area, especially with reference to Polish Catholic radio broadcasts that have been operating for over 20 years. Radio Emaus – Catholic Radio Poznań, which is the subject of the analysis here, can be categorized as a diocesan and local radio station in terms of its ownership, programme content and reach.

Due to the specific character of this subject, an interdisciplinary methodological perspective has been applied, with a pragmalinguistic approach predominating. References to theology, media studies, including research on radio broadcasting, and also information theory provide the tools for the analysis. The main objective is a communication perspective, which serves as the basis for analysing and describing the notion of a mission. The illusive notions of mission and mission-mindedness have been put in both linguistic and non-linguistic contexts. Therefore research questions were focused on the notion of mission connected with social communication and the way it is realized in the context of pragmalinguistic theory.

This research is intended as a contribution to studies on radio broadcasting and the constantly changing network of Catholic media. This monograph provides just one possible insights into the research that can be done in this field. The author does not claim to have conducted an exhaustive study of the field as a whole, but instead has opened up particular research perspectives.

The programme content is reflected in the research material that was collected through 24-hour monitoring of the radio station's broadcasts, recordings of selected programmes, the use of radio archive, and an analysis of the daily programming format. The particular research material that was selected for the analysis was categorised with reference to subject and genre, certain elements were transcribed and subjected to audio analysis. The linguistic analysis was performed on the basis of audio files (mp3 format, WAV) and text

files (daily programming format and news service). The monitoring of the radio station took place from 1st September 2010 to 31st August 2016. The daily programming format of Radio Emaus is presented in text form (10 pages per day) with the total size of the research material amounting to c. 21,600 pages, which corresponds to approximately 52,560 hours of broadcasting (c. 300 hours per month). Examples of particular radio programmes, regular radio programmes and wavebands were selected at random with the aim of providing a detailed description. Due to the fact that the information provided by electronic media becomes out of date very quickly, the examples used for the analysis are mainly of a linguistic character. Factual information has been used very rarely, and if it is, this is only of a universal nature.

The monograph is composed of two parts. Part One provides the characteristics of radio as a medium of communication and a description of mission-related issues. The analysis of radio broadcasting from the pragmalinguistic perspective required the creation of a radio communication model (Chapter 1), combining several research perspectives, including an analysis on the audio and verbal level (which provides an insight into the nature of the medium) with reference to the social, religious and educational message, which determine the functions of the radio. In this way, radio has been analysed as an audio-verbal medium with relational, evangelising and axiological dimensions. This order proves to be significant, as it makes it possible to refer to the communication strategies that serve as the basic analytical tool used in this particular order. In other words, the audio-verbal message serves as a means of self-presentation, the social dimension provides for building relations and the community, and what is broadly understood as the educational dimension serves the axiological aspect.

The research perspective in Chapter Two, from mission to mission-mindedness,, ascribes a particular aim to the subject of this research, namely mission, as well as ways in which it can be understood and the realization that defines mission-mindedness as a characteristic of the medium. The basis of the analysis are dictionary definitions, Vatican laws and documents, and papal addresses given by the popes Paul VI, John Paul II, Benedict XVI and Francis. The recommendations generated by these sources and the relevant literature constitute an attempt to adapt the concepts of *mission* and *mission-mindedness* to religious radio. The way these ideas are presented in the literature varies and lacks precision. What is fundamental for Catholic media as a tool of the Catholic church is that it refers to performing a mission. The relations between the mission and mission-mindedness of secular and Catholic media, and the mission and mission-mindedness of Catholic media as tools of the Catholic church is presented. Reference is also made to the way in which the Polish radio market is organized, with regard to three types of radio station: I: Radio Maryja, II: the Plus network and III: local diocesan radio, with Radio Emaus discussed as a particular example of this.

As part of research on mission and mission-mindedness, four communication strategies are distinguished, which are characteristic of research on radio stations: self-presentation, building relations, evangelization and axiologization, which are described in four chapters in the second part of the monograph. The strategy of self-presentation illustrates how a station becomes the local church's business card. The linguistic indicators of this identification are the verbal means (liners containing the name of the station) by which Radio Emaus's identity is created and also greetings and salutations. The delimiting in-

dicators of a radio broadcast include the way in which the broadcast is commenced and ended, as well as the structure of music programmes. Selected forms of programme initiatives, appropriately indicated on air (e.g. the radio's birthday, competitions), promote knowledge, culture and social activities. The self-presentation strategy constitutes a kind of programme declaration made by each broadcasting station.

The strategy of building relations is described using linguistic indicators that determine inclusiveness, and particularly using the pronoun *we*, identifying the journalist with the listener, journalist with journalist, journalist with producer (which is characteristic of radio and almost totally absent in television journalism) and the journalist with the guest. A further important element of the strategy of relations is the composition of the programme and broadcasts, with the focus on self-promotion, in particular cyclical and occasional broadcasts. The relation strategy is presented next, using examples of other activities and of the Poznań radio station's cooperation with Catholic editorial offices (Catholic Information Service, Vatican Radio) and local radio (Radio Merkury).

The evangelization strategy refers to confessional, evangelical and pre-evangelical messages, with each taking account of the broadcast of church services and appropriate confessional broadcasts, evangelizing broadcasts (informative feature, formative, cultural, popular science and broadcasts for children) and pre-evangelical broadcasts (cultural, musical and thematic broadcasts). The linguistic indicators of the programme are presented with examples of religious commercials and key words, as well as the evangelizing strategy in practice.

The final strategy discussed in the monograph is axiologicalization. Direct programming reference made in the presentation of what is known as a 'good subject' (contrary to the principle of negativism). A significant area for research is media education, developed thanks to the actions of the Radio Emaus team (topic-based broadcasts, journalism workshops, classes for school pupils, students and senior citizens). Moreover, axiologization strategies are described as missions in practice (local, social and charity initiatives). The station manages to implement the mission not in a literary way, entailing the meaning of the adjectives *Catholic* (radio) or *good* (good radio), but in an open, creative way going far beyond statutory and concession regulations.

Pragmalinguistic description enables the idea for implementing Radio Emaus's mission-mindedness to be presented. It is clear that diocesan radio stations have drawn inspiration from religious experience and concepts, retaining individual ideas. However, the range of programming initiatives, from radio dramas (genre) to educational workshops, open days and work experience programmes (off air) leads to the mission being achieved in the manner taken by Polish Radio. What this author regards as significant is the context of media education, understood in broad terms, as the shaping of a particular type of listening culture and perceptive competence, but also as care for the cultural activities understood in the literal sense (e.g. broadcasts with the Writers' Union). It places the constitutive aspect of realizing mission-mindedness alongside actions performed at the programme and extra-programme level with various forms of involvement from broadcasters and listeners. Radio Emaus's highly individualized programming concept distinguishes it from other Catholic radio stations. At the same time, this confirms the coherence of the content and engagement, as well as the thought-out and coherent concept for missionary activities in the radio form.

This monograph may be suitable for practitioners, teachers and researchers in the areas of media education, cultural studies and media theology. It provides both material sources and a potential basis for further research, including specialist research. In view of the specific and time-consuming nature of audio research, studies conducted thus far have often oscillated between issues from the fields of media studies (marketing contexts) and linguistics. For practitioners (journalists) and broadcasters (owners, church bodies). This monograph might be of value due to the pragmalinguistic perspective of the issues, which discuss the Polish Catholic media market. This publication might also be suitable for teaching purposes, such as in university classes for students of philology, theology and journalism.

Translated by Rob Pagett