

# POLISH OPINION WEEKLIES' THEMATIC SPECTRUM ANALYSIS – METHODOLOGY AND APPLICATION

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## Abstract

*In this article the approach of thematic analysis of main Polish printed weekly reviews is applied. The author developed thematic division of research material and put much effort to completeness and explicitness. The author chose content analysis as research methodology and constructed a code book. After coding and analysis, conclusions were presented and discussed. There were also methodological inferences for future research.*

**Key words:** weekly opinion magazine, Poland, analysis, quincunx

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## Introduction

Nowadays weekly reviews are playing crucial role in social and political life in Poland. Despite the decline in sales of printed issues of the most popular weekly reviews, which is a consequence of migration to digital issues, title's reach and recognition is still on a very high level. Journalists from these editorial offices have their impact on public opinion also due to intense activity in social media and television where many of them have their own programs.

Weekly reviews in Poland have also one more determiner which stands for opinion magazines. Defining any periodical as opinion magazine depends on many various definitions and thematical approaches. Editorial offices declare their own profile and assign it to many subcategories (socio-political, socio-cultural, etc.), but according to author's opinion the crucial quality which allows to define periodical as opinion magazine is focusing on socially important affairs. That leads to the question how wide a spectrum of themes which each weekly review is discussing is. The main purpose of this article stands for approach of developing method for describing thematical spectrum of weekly reviews. To achieve this goal there is a need to determine thematical fields which can be a base for codebook. After preparing tools for research, material has to be coded and analyzed. Finally research results have to be discussed and conclusions for future researches should be expressed.

## What is the weekly opinion magazine?

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First of all, daily journal's definition needs to be defined. According to Polish Press Law it is a general-purpose periodic print, which is published more often than once a week, and a magazine as periodic print appearing less often than once a week but not less than once a year. Law is broadening this definition to audio and audiovisual messages.

According to the colloquial meaning, opinion magazines are periodicals describing social issues in a journalistic form. Journalism according to the definition from PWN Encyclopedia is „ any statements (written or colloquial) about current affairs (journalism is then classified depending on the field as social, political, economic, cultural), presenting clear views and opinions, often polemical, tendentious or even provocative”[ENCYKLOPEDIA PWN]

There were many attempts to define opinion press which begin tens of years ago. Press Encyclopedia edited by J. Maślanka described it as “press commenting previously published information about current events to shape public opinion and attitudes: press with mainly propaganda functions. In contrast to the information press, the opinion press is more often an expression of individual consciousness, i.e. expresses individual authorial beliefs. This involves the fact that this type of press (characterized by a greater amplitude of periodicity) is more clearly individualized in terms of the subject and the circle of recipients. The opinion press in Poland includes the socio-political and socio-cultural press.”[J.MAŚLANKA, 1976] To sum up, the main qualities of weekly opinion magazines is polemical, provocative and propaganda form, which is usually a manifestation of personal beliefs and attitudes, aimed to shape public opinion and social attitudes. It is presented in journalistic form. The characteristic feature of a weekly opinion magazine is of course weekly periodicity. However, the statement contained in the definition has got a clear thematic individualization, which will be verified by the author during the examination.

### **Content analysis methodology**

In order to achieve the goal set in this article, it was necessary to choose a method for analyzing the content of the text. The content analysis was defined by Walery Pisarek in the book “Analiza zawartości prasy” as a set of various techniques for systematically analyzing streams or collections of messages, relying as possibly objectively to distinguish and identify their possibly unambiguously concretized, formal or content elements and to as precisely as possible estimate the distribution of these elements and on mainly comparative inference, and aiming at learning the content of messages to learn about other elements and determinants of the decision-making process[PISAREK, 1983, p.45].

Małgorzata Lisowska-Magdżiarz in her textbook “Analysis of media content. A guide for students” has undertaken a comprehensive study of content analysis. Due to the complexity of the whole method, the summary of which would not be understandable, there is a need to focus on its practical aspects. Of course, in the first place the author had to choose the research material, clearly defining the methods of selecting samples and determining the unit of analysis. However, the fundamental element of the method is the codebook, which should assume the form of a questionnaire completed by the researcher [LISOWSKA-MAGDZIARZ, 2004, p.53-55]. Unfortunately, the examples of codebooks given in textbook are quantitative in their nature.

Quantitative analysis focused on the structural and quantitative description of the content largely eliminates the arbitrariness and subjectivity that are an obstacle to replication or repetition of results obtained using the same tool by different researchers. Despite methodological reservations, the author agrees with M. Lisowska-Magdżiarz, that the sphere of quantitative research on the media market, strengthened by the interest of commercial centers and new technologies, has gained a certain standard and acquired scientific values [LISOWSKA-MAGDZIARZ,2006, p.1].

Qualitative analysis causes some difficulties because it requires understanding the sense of content and embedding it in the right context and the accuracy of arbitrary decisions. The need for replication requires clearly formulated, permanent, non-modifiable tests, and, above all, rules clarified without ambiguity [LISOWSKA-MAGDZIARZ, 2004, p.11-13]. Of course, this also applies to quantitative analysis, however, in the case of qualitative analysis, it acquires particular importance and creates a broad spectrum of issues and problems.

An interesting attempt to look for the method of qualitative analysis was made by Karolina Szczepaniak in the article "Zastosowanie analizy treści w badaniach artykułów prasowych – refleksje metodologiczne". The study, enriched with a review of the methodological literature, ends with the proposal of the shape of the analysis, which the author used in practice [SZCZEPANIAK, 2012].

It should be recalled that the author's need is to determine the method of content analysis, to determine the thematic areas, to create a codebook, to encode the research material based on it, to present the *thematic width* and to draw conclusions.

### **Empirical research method**

The author adopted the following test procedure:

- **Prediction of the weekly opinion for the study**, i.e. the process of determining the titles of weeklies and specific issues covered by the study and presenting their short characteristics
- **Reading the selected weekly opinion**, or carefully reading the entire content of the selected numbers
- **Familiarizing yourself with the editorial thematic division** in order to prepare a comparative summary and draw conclusions about the usefulness of the division used
- **Determining the thematic division**, which must realize the assumption of completeness of the defined thematic spectrum
- **Creation of codebook** based on a defined spectrum
- **Selection of samples for analysis** by establishing rules for the selection of articles and indication of specific articles
- **Encoding** of articles using codebook
- **Presentation of coding results** in the form of graphs and tables
- **Conclusions** regarding the presented results, effectiveness and clarity of the applied method as well as the adequacy of the thematic division.

### **Selection of the weekly review for the study**

The study commenced on August 1st, 2018. For the purpose of the study, the author has selected six weekly reviews with the highest total sales, based on the sales ranking of weeklies on [wirtualnemedial.pl](http://wirtualnemedial.pl) for May 2018, which was the most recent ranking on that day, adopting this method of selection as the most clear and not requiring additional research activities. [WirtualneMedia.pl](http://WirtualneMedia.pl) is compiling its reports basing on Press Distribution Control Association (ZDKP) reports, the only organization in Poland that unites publishers, advertising agencies, advertisers and other people acting on press market in Poland. ZKDP is organizing readership surveys.

**Table 1. Weeklies sales in May 2018**

TITLE	TOTAL SALES May 2018
„Gość Niedzielny”	108272issues
„Polityka”	94279issues
„Newsweek”	86 000issues
„Sieci”	41 808issues
„Do Rzeczy”	34146issues
„Tygodnik powszechny”	25705issues

Source: [wirtualnemedia.pl](http://wirtualnemedia.pl)

Due to the fact that the purpose of the article is to develop a method and examine only a fragment of the reality of weeklies, not the whole, the author accepts a range of 2 issues (2 weeks) which gave research material in the form of 12 issues:

- „Gość Niedzielny” nr 31, 32 XCV
- „Polityka” nr 31 (3171), 32 (3172)
- „Newsweek” nr 32/2018, 33/2018
- „Sieci” nr 31 (296), 32(297)
- „Do Rzeczy” nr 31/283, 32/284
- „Tygodnik Powszechny” nr 32 (3604), 33 (3605)

### Review of opinion weeklies

To increase the accuracy of decisions at the coding stage, the author familiarized himself with the history and current state of the analyzed weeklies, the declared ideological profile and the editorial composition. Below is the basic information about selected titles.

#### “Gość Niedzielny”

The first issue was published on September 9th, 1923 as the organ of the Apostolic Administration of Silesia. The originator of the creation of the weekly was Fr. August Hlond. Its organizer was Fr. Teodor Kubina, who at the beginning was the author of the majority of the text [GOŚĆ NIEDZIELNY, 2011]. In the interwar period, the longest-functioning editor-in-chief was Fr. Alojzy Siemienik, who was forced in September 1939 to suspend the operation of the magazine. After the war, the current distribution in Silesia was extended to Lower Silesia and Opole Silesia. In 1953, after the takeover of the editorial office by father Franciszek Wilczek, the magazine definitely changed the ideological profile and became the authority, which is explained by the influence of the communist services (Father Wilczek was a captain of the Polish army) and the influence of the PAX, which he had on the Publishing Committee their representatives (Tadeusz Mazowiecki and Leon Brodowski). After 1956, the control over the magazine was restored by the bishop's Katowice curia. An important turn in the history of the magazine took place in 1974 during the reign of Father Stanisław Tkocz, who turned the journal on educational values for poorly educated readers into a magazine for more demanding recipients. He enriched them with journalism and theological articles. In those days, the Gość Niedzielny was considered a source of independent opinions. In March 1981, “Gość Niedzielny” (“GN”) became a nationwide weekly. Sales in 2018 are in the range of PLN 115-120 thousand “GN” edits 22 diocesan allowances [GOŚĆ NIEDZIELNY, 2011].

#### „Tygodnik Powszechny”

The first issue of “Tygodnik Powszechny” (“TP”) was published on March 24th, 1945 and was initiated by Archbishop Adam Stefan Sapieha. The first and functioning for the next 54 years (until his death in 1999) was the editor-in-chief Jerzy Turowicz. Af-

ter refusing to publish Stalin's obituary in the magazine, the activities of the weekly were suspended for three years. In 1956, the weekly edited by the same crew was resumed. In "Tygodnik Powszechny" Karol Wojtyła, Władysław Bartoszewski, Leszek Kołakowski, Stanisław Lem, Zbigniew Herbert, Tadeusz Kudliński and Czesław Żgorzelski published their articles, just to name a few. After the death of Jerzy Turowicz, the head of the editorial office was taken over by Father Adam Boniecki to manage it until 2010. The present editor-in-chief is the successor of Boniecki - Piotr Mucharski. Throughout its existence, "TP" aroused emotions. A prominent feature of Tygodnik's image in the PRL years was drawn by a long-term employee of Tygodnik, Roman Graczyk, who in his book "Cena przetrwania? SB wobec Tygodnika Powszechnego" revealed the names of people cooperating with the SB, and often the key figures of the "TP" environment. Another eloquent manifestation of the controversy was Karol Wojtyła's letter addressed to the editorial office in 1995 [WOJTYŁA, 1995]. At that time, the Pope, and the former author publishing in "TP", articulated his doubts about the positive attitude of the editorial office to the Church. As "TP" is considered to be a Catholic magazine, however, grown from the left-wing tradition, the dissent from the worldview with the right-wing circles was in some way inscribed in the history of the journal. Currently, sales are at a level not exceeding 26 thousand issues [KURDUPSKI, 2018].

#### "Polityka"

The "Polityka" weekly was based on the decisions of the Central Committee of the Polish United Workers' Party [WIRTUALNE MEDIA, 2017]. The first issue appeared in 1957. The head of the editorial office is Stefan Żółkiewski, however, after a year, Mieczysław Rakowski replaces him, who will be the editor-in-chief of the next 24 years, and the editorial team is joined by a young generation of journalists, including Daniel Passent, Marian Turski, Dariusz Fikus, Andrzej Krzysztof Wróblewski and Ryszard Kapuściński. In 1961 the sale of the weekly increased sharply as a result of receiving the rights to reprint the Diaries of Adolf Eichmann [POLITYKA, 2014]. Among the journalists publishing their articles, in the communist era, we will find Jerzy Urban, but also Jadwiga Staniszkis and Janusz Korwin-Mikke. Despite the ambiguous assessment of the role of the weekly in times of the regime, the greatest critics admit that "Polityka" was a kind of bridgehead of reason and pragmatism at that time. After 1989, the magazine began operating in the form of a cooperative as one of the effects of the liquidation of the RSW Prasa Książka Ruch. Since 1995, "Polityka" appears in color. Currently, the editorial board, whose editor-in-chief is Jerzy Baczyński, is very wide and the editor can find Jacek Żakowski and Sławomir Sierakowski writing there. Jan Hartman, Sławomir Mizerski, Daniel Passent, Ludwik Stomma and Stanisław Tym are regular columnists. In 2017-2018, the average sale of "Polityka" is around 100,000 copies and gives it a place at the forefront of opinion weeklies.

#### „Newsweek Polska"

On September 3rd, 2001, the first issue of the weekly Newsweek Polska, owned by Axel Springer, publishing the magazine based on the Newsweek Inc. license, was published. High marketing expenditures resulted in the massive sale of the first issue in the size of 400,000 copies. The first editor-in-chief was Tomasz Wróblewski and the journalists were joined by former employees of "Wprost", "Życie" and "Gazeta Wyborcza". Tomasz Wróblewski was replaced in 2006 by Michał Kobosko. He worked until 2009 and gave the editorial office to Wojciech Maziarski, who in February 2012 was replaced by the current editor-in-chief Tomasz Lis. Department Heads are: Renata Kim, Piotr Bratkowski, Jacek Pawlicki, and Dorota Romanowska. After an impressive debut the sales of the weekly fall steadily and since July 2017 did not exceed 100,000 issues. In May 2018, the sale of "Newsweek Polska" amounted to 86,000 copies.

### „Sieci”

The first issue was released on November 26th, 2012. Initially, as a biweekly, it was created by former journalists, “Uważam Rze” and “Rzeczpospolita”. The name of the weekly was changed several times. Currently, the magazine has the title “Sieci”. The authors present it as the largest conservative opinion weekly in Poland. Jacek Karnowski is the editor-in-chief and regular contributors include Piotr Zaremba, Stanisław Janecki, Krzysztof Feusette, Dorota Łosiewicz, Jan Pietrzak, Tomasz Łysiak and Michał Karnowski [SIECI Website, 2018]. For several years, the weekly sales have dropped significantly, where in June 2017 sales amounted to 72,311 copies in order to fall to 41,786 copies in June 2018. However, it still remains at the forefront of the most-bought paper weekly reviews.

### „Do Rzeczy”

The first issue of the weekly appeared on January 25th, 2013. The editorial team, coming mainly from the weekly “Uważam Rze” under the direction of Paweł Lisiecki, among others Cezary Gmyz, Piotr Semka, Rafał A. Ziemkiewicz, Piotr Gociek, Piotr Gabriel, Waldemar Łysiak, Piotr Gursztyn, Wojciech Wybranowski, Sławomir Cenckiewicz, Piotr Gontarczyk, Sławomir Koper, Kamila Baranowska, Marek Magierowski, Andrzej Horubała and Tomasz Wróblewski. Lisiecki in the editorial of the hundredth issue in January 2015 wrote “Established (“Do Rzeczy”) as a magazine for an intellectual who has enough progressive propaganda, he does not want to be an instrument of global anti-Christian revolution, but wants to seek, ask and understand the world based on the wisdom given by generations” [LISIECKI, 2015]. The sale of the magazine did not exceed 40,000 in 2018. In May 2018, sales slightly over 34,000 were achieved [WIRTUALNE MEDIA, 2014].

### Initial reading of the research material

After reviewing the content of two issues for each periodical, the author was subjected to the subjective impression of a large variety of topics and opinions expressed. The reader will find in them charismatic “editorials”, articles from many fields such as politics, customs, economy, ideology, sport, health, science, etc., interviews, short columns, satire. The political profiles of individual opinion weeklies are noticeable. The reference point in these profiles is the attitude towards the ruling party in Poland (2018). Among the critics there are an offensive “Newsweek Polska”, moderate “Polityka” and a restrained “Tygodnik Powszechny”. On the other hand, among the supporters, one can point to the involved weekly “Sieci”, similar to it “Do Rzeczy” and a sedate “Gość Niedzielny”. Interestingly, the division of represented opinions in the field of worldview and customs is similar. As opinions are not a subject of this research, there is a need to focus on the thematic scope. Editor-in-chief of “Polityka” - Mr. Jerzy Baczyński in issue 31/2018 of his journal wrote: “POLITYKA is already one of the last magazines (the last?), which wants to talk about the whole reality around; in each issue we have multi-page sections of culture, of social reportage, foreign, economy, history, science, photo reportages, columns, texts on lifestyles, sport “. Is that true? Do other weeklies also try to “talk about WHOLE reality all around”? The purpose of the study is also to answer these questions.

### Thematic spectrum according editorial division

The editorial division is understood here as a method of grouping articles into specific thematic sections shown in the table of contents, which is placed on the first pages of each opinion weekly. When confronting the content of articles with the editorial division, the following observations were made:

- The recurring column of the editor-in-chief is the part that repeats in all of the weekly reviews. In most cases, very expressive opinions on current topics are presented.

- Another common part is *Week's Top Topic*. As the name suggests, the editorial team publishes an article on the subject that is the most important in the entire issue. The thematic scope of this section is very diverse and, apart from the issues arising from the current political situation, also affects timeless and socially important issues.
- The *World* section also appears in all of the week's opinion weeklies. The editorial offices include articles on foreign affairs. Articles on current political issues as well as historical and other issues can be found there.
- The *Culture* section is in six opinion weeklies. In this case, the name of the department is definitely more adequate to the subject of the articles published there, and besides the fine arts included there have educational and sightseeing themes.
- In four of the six weekly opinion magazines, there is the *Country / Poland* section. Publications in this area contain topics related to Poland, and thus it is a very broad subject and it is difficult to find other common features.
- In the four opinion weeklies, there are *Science* and *History* sections. In this case, the range of articles is also consistent with the common understanding of these two concepts.
- In four weeklies there are similar sections named *Market, Economy, Business and Economy*. In articles from these parts, a wide range of topics loosely related to the economy can be found, including economic reality, interviews, presentations of people related to business and even descriptions of utilitarian technologies.
- In the two weekly reviews, the *Politics* section is featured, and in it there are most often articles on political parties or specific politicians (mainly national issues). Also in two titles there is a section of *Society*, containing articles with a very large thematic range, in which it is difficult to find a universal key.
- Other sections such as *Self-Eyes, People and Styles* ("Polityka"), *Psychology, Periscope* ("Newsweek"), *Image of the Week, Opinions* ("Tygodnik Powszechny"), *Do not Miss, Health* ("Do Rzeczy"), *Kitchen* ("Sieci") and *On the edge of Poland, Up close* ("Gość Niedzielny"), occur singly. In Catholic weekly magazines, we will also find the sections of *Faith* ("Tygodnik Powszechny") and the *Church* ("Gość Niedzielny"). There are also seasonal departments of *Independence Fathers* ("Gość Niedzielny"), *Summer To Things* ("Do Rzeczy"), *Holidays* ("Tygodnik Powszechny")
- The breakdown in both numbers, each of the weeklies was similar but the following differences occurred:
  - "Gość Niedzielny" - *On the edge of Poland* (only 31) and *Up close* (only 32)
  - "Sieci" - *Opinions, Economy, Sport and History* (only 33)
  - "Polityka" - *Self-Eyes* (only 31)

The following table summarizes the editorial thematic division from the table of contents:

**Table2. Editorial division**

Period.	„Polityka”	„Newsweek Polska”	„Tygodnik Powszechny”	„Do Rzeczy”	„Gość Niedzielny”	„Sieci”
Section	Editor-in-chief	Editor-in-chief	Editor-in-chief	Editor-in-chief	Editor-in-chief	Editor-in-chief
	Week's Top Topic	Periscope	Image of the week	Week's Top Topic	Week's Top Topic	For beginning
	Politics	Week's Top Topic	Week's Top Topic	Country/Poland	The Church	Week's Top Topic
	Society	Politics	Country/Poland	Culture	Independence Fathers	Country/Poland
	Market	Society	Opinions	Do not Miss	Country/Poland	World
	World	Psychology	Faith	Reviews	World	Culture
	History	History	World	History	Science	Economy
	Science	World	Science	World	On the edge of Poland	Kitchen
	People nad styles	Business	History	Economy	Culture	Upclose
	Culture	Science	Culture	Summer to things		
	Self-Eyes	Culture	Wakacje	Health		

**Source: author's research**

While making the first comparison, it can be assumed that the widest thematic scope is in “Polityka”, “Newsweek Polska” and “TygodnikPowszechny”; the narrowest is in “Gość Niedzielny” and “Sieci”. However, the ambiguity and large meaning spectre of many departmental names used by editors, such as the *Week's Top Topic*, *Politics*, *Society*, *World*, *Country, Poland*, *People and Styles*, *Eyes*, *Periscope*, *Society*, *Photo of the Week*, *History* indicates that edition and naming do not have features that allow a comparative analysis of the thematic width and is of minor importance in the context of the purpose of the study.

### **Constructing thematic division for research**

According to the author, the theory of professor at the University of Vilnius, Feliks Koneczny, will help to systematize and parameterize weekly reviews in terms of the topic width. Feliks Koneczny lived in the years 1862-1949. He was a historian, historiosophic, journalist, theater critic and author of many books. The most important are “Polish Logos and Ethos. Discussing the meaning and purpose of Poland “;” History of Russia “;” For order in history “. In this last one, he expressed the original theory of civilizations, which he defined as “the methods of the system of collective life”. His views in the works on this subject, and especially in the monograph “Jewish Civilization” met with the opposition of Jewish and left-wing circles. The main argument against the Koneczny theory was its glorification of Latin civilization and its modeling as a model for others. Some circles also saw anti-Semitic content in this book [STAŃCZAK-WIŚLICZ, 2008].

The most interesting and useful for this issue is the concept called *quincunx*. In his



intention “how to enumerate and embrace everything that is human”, Koneczny searched for a holistic formula. Social life encompasses a whole range of phenomena - “starting from legal and ethical systems, and ending with farming methods” [KOSSECKI, 2003, p.15]. Koneczny divided the phenomena into five so-called categories of social existence - good, truth, beauty, health and prosperity, which he called civilization quincunx, claiming that all phenomena of individual and social life can be classified according to these categories. “There is no such fact, no thought, that would not be in any relation to one of these five categories, often simultaneously to two or even more. All facts and thoughts must be here. Nobody can come up with anything human that would not fit in this five-figure of life” [KONECZNY, 2013, p.8].

Health and prosperity have been included in material categories because they are related to satisfying the physical needs of man; whereas good and truth are included in spiritual categories, because they satisfy the needs of a higher order.

Beauty took an intermediate position, partly belonging to spiritual and partly to material categories. Sometimes one social phenomenon can simultaneously belong to two or more categories.

By accepting quincunx as a starting point to create a categorization key, the author broadened the spectrum of analysis. Based on a study by Józef Kossecki “The basics of modern comparative science about civilizations. Comparative sociology of civilizations”, categories have been divided into 11 thematic areas.

**Table 3. Thematic categories and areas according to Koneczny and Kossecki**

CATEGORIES	THEMATIC AREA
Good	Ethics, Law, Ideology
Truth	Science, Information
Beauty	Fine Arts, Aesthetics
Health	Hygiene, Health care
Prosperity	Economics, Expansion, Defense

Source: author's research

### Codebook

Based on the thematic areas defined above, the author created a categorization key in which he placed the characteristics of each area and assigned keywords to increase the probability of research intersubjectivity. The categorization key took the following form:

Category	Thematic area	Thematic area's features	Key words
Good	Ethics	Values views, attitudes and actions from the point of view of good and evil. Ethics creates coercion to conform to current norms.	ethical attitudes, ethical judgments, morality, sexual ethics, religion, justice

Good	Legal systems	Legal systems arise as a result of the functioning of the social organism (most often the state). Legal norms differ from ethical norms in that sanctions are punishable for breaking them. The law defines the hierarchy of authorities, relations between the citizen and the authorities and between citizens. Family law regulates the attitude towards children and the separation of power in the home. This area also covers the issues of legal institutions	law, family law, property law, inheritance law, public law, legal verdict
	Ideology	According to the PWN Encyclopedia, ideology is "a set of views for the holistic interpretation and transformation of the world" "Ideology must have in society a support in natural desires and aspirations" (Koss). Ideology results from ethics.	social ideals, education of children
Truth	Science	Area of human activity aimed at reaching the truth. Within this area, we consider scientific research and other scientific activities as well as issues related to education, inventions and technology production.	Education, research, inventions, discoveries
	Information	Information is often treated as an axiom. In this case, the phenomenon of dissemination of information, quality of information, free access to it as well as protection of personal data can be observed in this area	communication, manipulation, free access, data protection
Beauty	Aesthetics	Beauty and ugliness are two mutually exclusive aesthetic categories. Beauty is associated with harmony, ordering that translates into positive sensory feelings. Ugliness is the opposite of beauty.	beauty, aesthetics, aesthetic-standards
	Fine arts (and sport)	Fine arts affect the human subconscious and can influence the shaping of aesthetic and social standards (including ethical standards). This area also includes institutions that organize, coordinate and finance artistic activities. In addition, the issues of performance sport should be taken into account from the fan's perspective	art, imagination, artist, artistic work, spectacle, professional sport

Health	Healthcare	For the needs of the method, this area should be understood as activities that exploit knowledge about diseases and methods of their treatment as well as related institutions	hospital, diseases
	Hygiene	The purpose of hygiene is to eliminate factors harmful to the body and introduce favorable factors to ensure optimal development conditions.	Health lifestyle, amateur sport
Prosperity	Economics	This area includes the economy as a whole of activities consisting in the production of goods and services to meet the needs of the population and the related issues of production, services, work, economic institutions, various methods and economic strategies	Work, technological progress, economics, economy
	Defence and expansion	This area includes defense and combat readiness issues. It deals with military issues such as methods, structures and institutions related to the military	Military targets. Expansion, military defence

Source: author's research

### Sampling

The variety of journalistic forms and a large number of articles required simplification. The following qualifying and verification criteria for the research article were applied:

- The volume of the article must be at least 1 page
- The article must have a journalistic character
- Discard strictly informational, chronicle, photojournalism, satirical and graphical materials

Basing on this following amount of articles were qualified to research:

**Table 4. Liczba zakwalifikowanych artykułów**

Source: author's research

### Coding

The coding process was based on the following algorithm used for each article:

1. Reading and understanding the content of the article
2. Filling out the research form:
  - a. Entering of the journal's name
  - b. Entering the issue number
  - c. Entering of the title of the article
  - d. Constructing short summary
  - e. Using the codebook, assigning an article to an area or several thematic areas by entering the "1" character into the appropriate fields. The coder notes the occur-

rence of topics that were described in a comprehensive manner, i.e. the topic was clearly defined, its impact or effects were described and solutions were sought. In addition, the encoder records the occurrence of auxiliary topics without which it would not be possible to describe the impacts, effects and search for solutions. Example: an article describing the problem of global warming, referring to scientific research indicating this phenomenon, defining health effects, suggesting changes in social attitude, will be classified as Hygiene groups (description of the negative impact of climate change on health), Science (scientific research confirming the warming process), Healing (prognosis of development of diseases and diseases) and Ideology (requiring comprehensive changes in social attitudes). A note about the activities of some countries in the field of forecasting the economic costs of climate change, without providing the results of forecasts, does not authorize to qualify the article in the Economic area.

Table 5. Coding form

Periodical	Issue	Article's title	Short description	Ethics	Legal systems	Ideology	Science	Information	Aesthetics	Fine arts (and sport)	Healthcare	Hygiene	Economics	Defence and expansion

Source: author's elaboration

The data collection and analysis tool was MS Excel 2003. The entire coding process resulted in a table consisting of 175 rows and 15 columns. Due to the size of the completed form, a section was presented below, clearly defining its form. Research activities were carried out by Polish researcher and therefore coding form's snapshot contains Polish language.

Figure 1. Coding results (snapshot)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
					DOBRO	PRAWDA	PIĘKNO	ZDROWIE	DOBROBYT						
1															
2					236	98	13	38	151						
3				SUMA CZĘŚCIOWA:	85	42	109	35	63	2	11	15	23	104	47
4	MAGAZYN	NR	TYTUŁ ARTYKULU	KRÓTKI OPIS	Etyka	Systemy prawne	Ideologia	Nauka	Informacja	Estetyka	Sztuka (i sport)	Lecznictwo	Higiena	Gospodarka	Utrzymość ekspansja
50	Gość Niedzielny	31	Afera bez mózgu	Poruszenie problemu afery Amber Gold. Dlaczego ówczesna władza nie zareagowała na rosnącą piramidę finansową stworzoną przez Amber Gold.					1					1	
51	Gość Niedzielny	31	Spór o tożsamość	Wprowadzenie nowego prawa w Izraelu, które traktuje Arabów oraz inne mniejszości narodowe jako obywateli drugiej kategorii. Silna pozycja B. Natanijahu na arenie międzynarodowej. Szczególny protektorat USA.	1	1								1	1
52	Gość Niedzielny	31	Umieranie Sencowa	Opis tragicznej sytuacji więźnia politycznego Rosji Olega Sencowa. Bezwzględne metody wobec nieposłuszeństwa obywateli stosowane przez Rosję.	1		1		1						
53	Gość Niedzielny	33	Franciszek podjął śladem Jana Pawła	Wywiad z ks. Prof. Andrzej Muszala. Rozważania nt. stanowiska kościoła wobec kary śmierci oraz aborcji.	1	1									
54	Gość Niedzielny	33	Etni było silniejsze	Historia o. Sylwestra Potoczego misjonarza będącego na misji w Rwandzie. Opis ludobójstwa w latach 90. na terenie Rwandy i Burundii.			1	1							1
55	Gość Niedzielny	33	Zmiana na gorsze	Krytyka reformy zmiany ustawy o ordynacji do parlamentu europejskiego zaproponowana przez PIS, jako zagrożenie pluralizmowi politycznemu.	1	1	1		1					1	
56	Gość Niedzielny	33	Bezprawie Sądu Najwyższego	Wywiad z Marią Gintowt - Jankowicz sędzią TK w stanie spoczynku ws. Regomny sutawy sądownictwa.	1	1	1		1					1	
57	Gość Niedzielny	33	Rolnik sam w dolinie	Problem polskich rolników związany z tegoroczną suszą. Brak wspólnej polityki rolnej prowadzi do bankructwa polskiego rolnictwa.			1							1	
58	Newsweek	32	Kłamstwo +	Zakłamanie władzy rządzącej w kraju. Porównanie działań PIS do autorytarnych reżimów.	1				1					1	
59	Newsweek	32	Korytarz ratuje życie	Zwrócenie na bezmyślność polskich kierowców na autostradach. Wskazanie podstawowych zasad bezpiecznego zachowania się podczas zatoru na autostradzie.				1							

Source: author's research

## Results

The author proposes two approaches to the presentation of coding results. A general qualitative presentation and a detailed quantitative presentation.

The qualitative presentation determines the *thematic width* without considering the number of occurrences of a given subject area. Information resulting from this presentation answers the question: "What subject was discussed in the sample under review?" The disadvantage of this approach is the lower detail of the data. The advantage is the unambiguity and the lack of overinterpretation.

On the basis of the results from codebook, using MS Excel 2003 a table was prepared in which the value of "1" was entered into the cell when the topic occurred at least once or "0" when the topic did not appear in the sample in any of the issues of the opinion weekly. The table has taken the following form:

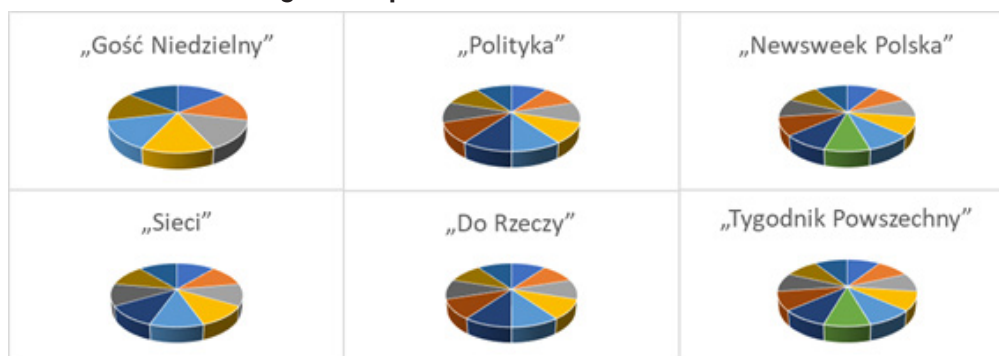
**Table 6 . Categories'presence in opinion weeklies**

	Ethics	Legal systems	Ideology	Science	Information	Aesthetics	Fine arts (and sport)	Healthcare	Hygiene	Economics	Defence and expansion
„Gość Niedzielny”	1	1	1	1	1	0	0	0	0	1	1
„Polityka”	1	1	1	1	1	0	1	1	1	1	1
„Newsweek Polska”	1	1	1	1	1	1	1	1	1	1	1
„Sieci”	1	1	1	1	1	0	1	0	1	1	1
„Do Rzeczy”	1	1	1	1	1	0	1	1	1	1	1
„Tygodnik Powszechny”	1	1	1	1	1	1	1	1	1	1	1
SUM	6	6	6	6	6	2	5	4	5	6	6

Source: author's research

Based on the above table, a 3D pie chart was prepared that reflects the thematic width.

**Figure 2. Opinion weeklies' thematic width**



Source: author's research

Considering the most individually themed results, "Newsweek Polska" and "Tygodnik Powszechny" present themselves in a full range of themes. At the other pole is the "Gość Niedzielny", in which topics from the category BEAUTY (Aesthetics and Art) and

HEALTH (*Medicine and Hygiene*) are not mentioned. The weekly "Polityka" and "Sieci" have not addressed the themes of *Aesthetics* and *Medicine*. In the "Do Rzeczy" weekly, topics related to *Aesthetics* were not found.

Looking from the thematic perspective, *Aesthetics, Legal Systems, Ideology, Science, Information, Economy and Defense* were discussed in each of the weekly opinion papers. *Art* and *Hygiene* were omitted in one weekly opinion ("Gość Niedzielny"), in the two weeklies of the opinion, *Healing* was omitted ("Gość Niedzielny" and "Sieci"). The least-discussed subject is *Aesthetics*, which found its place only in two opinion weeklies ("Newsweek Polska", "Tygodnik Powszechny").

The quantitative presentation determines the thematic width taking into account the number of occurrences of a given subject area. Information resulting from this presentation answers the question: "What subject and how often was discussed in the sample?" It should be remembered that due to the fact that one article could be assigned to several categories, the following values indicate the "intensity" of the subject in given weekly as a whole (2 issues of one title). They should not be treated as a percentage in their entirety, because with a simplified method of selecting a research sample, different sizes of articles and different numbers in particular numbers could lead to erroneous conclusions.

Based on the results from codebook, a table was prepared using MS Excel 2003, in which the cells were entered equal to the number of occurrences of the topic in the sample of a given weekly. To increase the transparency of the statement, a colored gradation was applied that ran from the blue (the lowest) to the red (the highest) colors. The table has taken the following form:

**Table 7. Categories' occurrences in opinion weeklies**

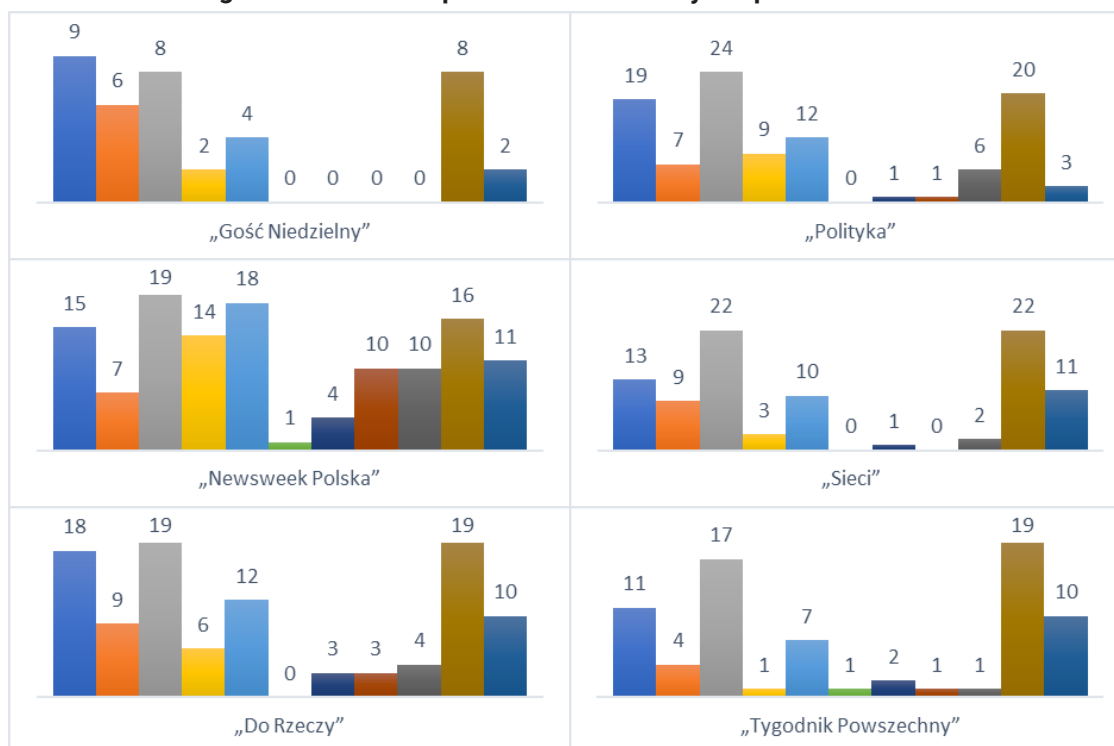
Obszar tematyczny	Do Rzeczy	Gość Niedzielny	Newsweek Polska	Polityka	Sieci	Tygodnik Powszechny	SUM
Ethics	18	9	15	19	13	11	85
Legal systems	9	6	7	7	9	4	42
Ideology	19	8	19	24	22	16	108
Science	6	2	14	9	3	1	35
Information	12	4	18	12	10	7	63
Aesthetics	0	0	1	0	0	1	2
Fine arts (and sport)	3	0	4	1	1	2	11
Healthcare	3	0	10	0	0	1	14
Hygiene	4	0	10	5	2	1	22
Economics	19	8	16	20	22	19	104

**Source: author's research**

On the basis of the table above, a bar graph was prepared, reflecting the *thematic width*, taking into account the intensity of the subject matter understood as the number of occurrences of a given topic in the sample.

Analyzing the results in a holistic approach, it is clearly visible that the most intensively discussed topics were *Ideology* and *Economy* which appeared in all weeklies (over 100 occurrences). The number of occurrences of *Ethics* and *Information's* topics ranges between 50 and 100. Among the topics occurring between 20 and 50 times are *Legal Systems, Science, Hygiene and Defense*. *Aesthetics, Art and Healing* were the topics that were discussed the least frequently (less than 20 speeches).

**Figure 3. Thematic spectrum and intensity in opinion weeklies**



Source: author's research

When analyzing the results on an individual basis, it should be noted that a different number of qualified articles means that the results should be treated primarily as a presentation of the analytical possibilities of the method. Changing the selection criteria, increasing the number of articles in the sample, may give different results. However, some conclusions can be presented on the basis of this study. In “Gość Niedzielny” the most often discussed subject was *Ethics, Ideology* and *Economy*, in the “Polityka”, apart from the mentioned topics, the scope of *Information* was also very intensive. “Newsweek Polska” is a weekly magazine with a high intensity of the following topics: *Ethics, Ideology, Science, Information, Healthcare, Hygiene, Economy, and Defense and Expansion*. The analysis of the articles “Sieci” and “Do Rzeczy” indicates a high intensity of topics in the field of *Ethics, Ideology, Information, Economy, and Defense and expansion*. In “Tygodnik Powszechny” the analysis showed the domination of topics related to *Ethics, Ideology, Economy, and Defense and Expansion*.

### Methodological conclusions resulting from the course of the research process

1. Increasing the range of qualified articles will give a more precise picture of the thematic width. It will be advisable to include informational and chronicle materials as well as articles with a volume of less than 1 page.
2. The thematic division proposed by individual editorial offices is ambiguous. The very large capacity of departments defined in the table of contents does not allow to give them utility values and use them in comparative analysis. However, it should be noted that the weeklies of opinions with the broadest editorial division, i.e. “Newsweek Polska” and “Tygodnik Powszechny”, also have the largest thematic width and “Gość Niedzielny” with a narrow editorial division also presented the smallest thematic width. The search for the convergence of both nomenclatures (quincunx, editorial divisions) can become a separate research challenge.

3. The thematic division based on quincunx shows features of completeness which was confirmed at the coding stage. The necessity of making arbitrary decisions occurred in several cases and resulted mainly from the limited form of codebook.

4. It is required to improve the codebook used by the author who, knowing the quincunx issue and having basic social knowledge, had no major problems at the coding stage. The problem is complicated by the possibility of assigning one phenomenon to many categories and the influence of the context. Therefore, the key should be expanded by:

- a. wider characterization of the thematic area
- b. quotations and interpretative examples
- c. more key words

5. The research form requires the development of additional coding activities, which would allow to optimize the categorization key as well as to document the encoding process more closely:

- a. entering comments explaining the decision about assigning an article to a category
- b. entering quotes that have a key impact on the decision to assign

### Summary

At first, the author would like to emphasize that the purpose of the article was to show the method, not the main analysis. The method can change the approach to the categorization of weeklies by the possibility of defining them on the basis of the topics covered. To define the thematic division, the concept of Feliks Koneczny, called quincunx, proved very helpful, which allowed to assign a whole spectrum of phenomena and social issues to individual groups. The qualitative analysis, enriched with numerical data, gave a wide analysis material. The methodological modifications indicated in the applications, including the criteria for the selection of the sample, the codebook's detail and the documentation resulting from the coding, will allow for greater precision of the method and, consequently, its usefulness. In the author's opinion, the greatest advantages of the method result from comparative possibilities, however, there are no obstacles to analyze individual issues with this method. Interesting results may come from the analysis of changes in the subject in time and an attempt to correlate these data with important social events such as elections, changes in the economic situation, events in foreign affairs.

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