

ABSTRACT. CIESIELSKA ADRIANA, *STEREOTYP ARCHEOLOGII I ARCHEOLOGA WE WSPÓŁCZESNEJ PRASIE POLSKIEJ* [STEREOTYPES OF THE ARCHAEOLOGIST AND ARCHAEOLOGY IN THE CONTEMPORARY POLISH PRESS]. *STEREOTYPY I STEREOTYPYZACJA* [STEREOTYPES AND STEREOTYPIZATION] EDITED BY W. DOMACHOWSKI – „CZŁOWIEK I SPOŁECZEŃSTWO”, VOL. XXVII, POZNAŃ 2007, PP. 145-154. ADAM MICKIEWICZ UNIVERSITY PRESS. ISBN 978-83-232180-6-7. ISSN 0239-3271.

This article is an attempt to analyse publications on archaeology appearing in the press. To this end, the author scrutinised Polish dailies and magazines for the whole 2006. She found that only *Polityka* and *Rzeczpospolita* have sections on archaeology. A specific image of archaeology and archaeologists, quite typical of the press, emerges from these texts. Referring to Michel Foucault's concept of discourse, I try to define what exactly lies at the core of this image. I accept that it is a social event and this is why in this analysis the author of the text becomes completely irrelevant. The element governing the appearance, form and structure of this discourse is its social context. If we treat the articles as a discourse we can analyse them on the basis determining the creation of text, language, form and graphic layout. There is a cross over in the creation of popular-scientific articles on archaeology of normal human aspiration to acquire knowledge whilst on the other there are rules of the publishing market. Presentation of knowledge on archaeology also has another aim – to attract the readers' attention. Archaeology must be made accessible and easily understandable for all. The rules of the marketplace influence the selection, form and look of the items published. The language of these texts is likewise influenced. Scientific terminology and everyday language terminology and everyday expressions appear in every text. The texts show that an archaeologist's work requires precise planning, financial investment, physical effort, patience and attention to detail. An archaeologist also seeks adventure and is hyperactive. A site is a reservoir of great riches and archaeology is not just a science but discovery of secrets, adventure which is full of romanticism. To be socially accepted in this kind of articles certain methods must be used such as impersonal narrative, use of third person singular or always calling upon experts to comment. In response to the needs of the media, all this has created a picture of archaeology and archaeologists that is totally alien to this science.

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