

Practices of the journalism profession in the new media environment – summary

The main purpose of this dissertation is to describe the characteristics of changes that the new media bring for the practice journalism profession in the modern mass media environment. In the face of phenomena such as convergence, digitization, commodification and broadly understood mediamorphosis, the dissertation is an attempt to make a comprehensive description of these phenomena such as the consequences that they bring for the professional practice of media workers. Due to the complex nature of the subject taken, the main objective of the work was supplemented with two specific purposes.

The first of them assumed the development new media in historical context of the mass media evolution and an indication of their place in the contemporary public sphere. In this context, an analysis of the technological determinants of the emergence of new media has been made. A theoretical basis for discussing the history of the emergence of new media is the concept of technological determinism. New media have been presented as a specific and convergent communication environment in relation to other media, in which traditionally assigned roles and functions of actors are shifted, obsolete or extended.

The second specific objective is to characterize changes in the area of journalistic profession in new media. The starting point for this problem is a historical analysis of the development of journalism in the socio-political and scientific space. The history and evolution of the profession has been analyzed in context of the roles and functions of the mass media representatives in the social sphere. In the next step, the implementation of the assumed research goal consists of a study on the changes in the characteristics of practicing the profession in new media. New mass communication areas related to new media have been indicated: the citizen journalism, blogosphere and online video.

The dissertation has been divided into five parts, of which four are theoretical, the last one is a description of the empirical study carried out using the method of hybrid content analysis.

The first chapter of the dissertation concerns the phenomenon of new media, its definition problems and technological development, which led to the creation of these mass media. With respect to the theory of technological determinism, the phenomenon of new media was described in terms of attributes which distinguishing them from other mass media.

The second chapter deals with journalism, history and the evolution of the profession as well as its definition and identity problems. The problem of the development of journalism in individual countries and the perception of its role in shaping the public sphere was taken up.

The third chapter of the paper is the result of using system and comparative analysis in the context of two elements of the contemporary mediasphere described earlier. Relations between new media and systemic and institutional changes have been described: new media ecology, their convergence and the changing form of interaction between broadcasters and recipients within mass communication process.

The fourth chapter of the work continues the considerations resulting from the comparison of the development of new media with the ways of their use by particular communication actors, in particular journalists. This part of the work discusses the problems of profession professionalization as well as new specific forms of communication present in new media: blogging, citizen journalism, online video and social media. The purpose of this part of dissertation is to implement the main assumption of this work, which refers to the characterization of apprenticeship practices in the contemporary media environment.

The last, fifth chapter of the dissertation contains a description of the empirical study. The deliberate selection of a sample of journalists actively using new media in their professional work, provided to diagnostic analysis, describing the scale of their new media activities compared with their work in traditional electronic media. Thanks to the analysis made, it was possible to empirically confirm the observations of changes in the practice of performing the profession.

The end of the dissertation is a summary of the research process carried out, supplemented with the conclusions drawn from the examination of the profession's representatives. The dissertation is an attempt to enlarge the scientific achievements of Polish media research for the current and comprehensive analysis of changes taking place as a result of the emergence and development of new media.