

Summary of doctoral thesis

POLISH, RUSSIAN AND SWEDISH JOURNALISTS AND THEIR VISION OF THE PROFESSION

The subject of the dissertation is the journalists from Poland, Russia, and Sweden and their vision of the profession. The author analyzed the journalists' perception of the basic professional standards, ethics, and the features of professionalism. The author presented, in a comparative way, the portrayal of journalism from the perspective of people working in the profession. The objective of the thesis was to provide detailed data about journalists from the studied media systems and verify if these countries share a common vision of the profession and its standards or if there are many approaches to journalism and the norms in the media. Another goal was to investigate the impact of selected factors on the perception of journalism, which involves examining the role of education of journalist, their age, and employment conditions in perceiving the profession and the standards associated with it. The task of the author was to analyze in detail the journalistic culture based on empirical research with a simultaneous use of theoretical studies and research conducted by other scholars in the field of journalism studies.

Four research hypotheses were put forward in the dissertation. Their verification was possible through the analysis of data obtained in the project titled "Journalism in change. Professional journalistic culture in Poland, Russia and Sweden" in which the author participated. The following research methods were used in the dissertation: quantitative, qualitative, and comparative. The first step, after creating the concept of research, was a survey conducted among journalists in 2012. The sample was 1500 journalists – 500 respondents – working in different types of media in each of the countries. Then the qualitative method was applied. There were 60 in-depth interviews with journalists conducted in 2013 – 20 in each media system. During the interviews, a script was used but there were also topics spontaneously indicated by journalists. The questions were divided into several thematic sets and they complemented the quantitative method. The subsequent research method which was used in the study was the comparative analysis. All discussed issues were presented in the comparative perspective. Research in Poland, Russia, and Sweden was conducted at the same time with the use of the same methods and therefore its findings could

be compared. As a result, it was possible to identify similarities and differences and present a broader background for the data from each of the countries.

The doctoral thesis presents the role and significance of the media in the social system as well as the characteristic features of the journalistic profession. A lot of attention was paid to journalistic professionalism, professional standards, and ethics. The specific nature of the journalistic culture in each of the countries was also described. The dissertation presents the development and the state of research on journalists in Poland, Russia, and Sweden. The author thoroughly analyzed empirical data and verified research hypotheses. The results revealed that regardless of some similarities, there is no universal vision of the journalistic profession. The portrait of journalists from each of the studied countries was created simultaneously and they were presented in a comparative manner. The impact of the selected factors on the perception of the profession and journalistic standards was also verified in the dissertation. It was tested whether journalism education is a factor which increases the level of ethical standards. The journalists' attitude towards journalism education was also presented, which revealed considerable differences in the approach to professional training. It was verified if the age of journalists affects their perception of the profession and the quality of journalism. The approach of journalists from different age groups to each other was also presented, and consequently the issues that generate the biggest differences were outlined. The dissertation includes an analysis of data on employment conditions which proved to differ in the countries which were compared. It was also verified if the level of declared attachment to the profession and standards rises along with the increase of editorial board size and if the type of employment or the level of income can affect the perception of the journalistic profession. There were also indicated subjects which the author would like to address in the future.

16.05.2014, Paulina Baranowska-Madziar