

DIGITIZATION OF TERRESTRIAL TV IN POLAND IN GOVERNMENT MEDIA POLICY

Summary

The main research objective of this dissertation is to characterize the goals and tools of media policy conducted by government institutions in the context of digitization of terrestrial television.

The work is devoted to media policy in theoretical terms. The author characterizes the main subjects and marks the goals of media policy, pointing at the same time to its tools and instruments in a broader, theoretical perspective. It attempts to define what information policy is, setting its definitional approach, which is of key importance in later considerations. The paper describes the main entities responsible for the implementation of the state's media policy: the Ministry of Culture and National Heritage (MKiDN), the Ministry of Digitization (previously: the Ministry of Transport, Construction and Maritime Economy, the Department of Telecommunications), the National Broadcasting Council (KRRiT), functioning since 2016, the National Media Council, the Office of Electronic Communications, the Media Ethics Council, and the Polish Film Institute. The author also defines the statutory competences of these entities in the context of the television digitization process - the division of the digital dividend, the identification of entities responsible for creating activities, their planning and financing. The work also discusses the process of digitalization of television - as a factor of change and progress for all mankind. Why is the digitization of television an opportunity and a challenge for humanity? Why the need to change the broadcasting of the television signal? There are answers to these questions. An important element is the fact that digitization changed the way of mass communication and had an impact on the development of television, the development of society and indicated the need for changes in the education system of young people. The work also discusses examples of European countries: Norway, Spain, France and the Czech Republic. There is a description of the changes introduced in the systems on the media market, as well as information campaigns conducted in these countries in the field of digitization of terrestrial television. Taking into account the European countries and the area of activity of the institutions responsible for the information campaign, the author also defines how

activities aimed at citizens were implemented in Poland. At this point, it is advisable to answer one of the fundamental questions: was the information campaign carried out in Poland to raise the level of knowledge in the field of digitization of terrestrial television in the first phase of its implementation comparable to those campaigns conducted in other countries?

This work also includes answers to questions about the program and quality of operation of Polish government institutions in the field of digitization of terrestrial television. Did the National Broadcasting Council have sufficient tools and instruments to be fully responsible for the process of television digitization, or did the Office of Electronic Communications have more tools for this? The author attempts to assess Polish government institutions in the field of television digitization as a process of civilizational change. Thanks to an in-depth analysis of this process in countries such as Norway, Spain, France and the Czech Republic, the conclusions of this process may seem more complete.