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**Abstract:** The article is presenting the picture of polish national culture in citizen media that is being constructed on the basis of content analysis of citizen media. In the contemporary world, in public discourse and in media the popular culture is being overrepresented, although the national culture is the core of one's identity. The national culture is the basis of self-identification. Despite the popular culture dominating presence, the question about the place of the national culture in journalists' content has been asked. To the analysis the citizen medium, where every receiver can be also the sender of the message and where the content shows what ordinary citizens would like to be informed about, has been chosen. The content analysis shows that the national culture is not only present in the news, but also many of its elements have been represented in citizen journalists information. The freedom, sovereignty, patriotism, openness and tradition are still the most valued values. And even though new elements come to the national culture, its core stay on still the same.