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**Abstract** The article is the review of investigations and the more important publications of relating local media in Poland. It contains the chosen areas of investigations and their profile. Local media are the important part of media system and they make up supplement of global media, their function and social tasks. Development and functioning local media has depended for many factors, in this transformations social - cultural as well as civilization progress. Activity of these media results with needs of local community, they stand on guard of democracy and right civil, they take care about behavior and care cultural identities. The article portrays functioning also and the meaning of local media in different countries of world.