

Authors: Joanna Szegda

Title: Citizen media as a tool of broadcasting and preserving national culture. (Media obywatelskie narzędziem przekazywania i utrwalania kultury narodowej.)

Source: Biuletyn Edukacji Medialnej

Year: 2013, number: 2(2013), pages: 56-72

Keywords: national culture, identity, citizen media, citizen journalism

Discipline: MEDIA & COMMUNICATION

Language: POLISH

Document type: ARTICLE

Publication order reference (First author's office address): mgr Joanna Szegda, Katolicki Uniwersytet Lubelski Jana Pawła II, Wydział Nauk Społecznych, Al. Raławickie 14, 20-950 Lublin, Poland

E-mail:

Abstract Media and journalism today undergo very deep structural and functional changes. Those changes sometimes go in the direction, that does not conduce the citizens. The effect of the transformation from the social and public mission fulfilled institution into the business institution caused the change of the policy of their acting. The media owners and the editors, to get the advertisement institutions' attention, have started to care more of the profits than the receivers. This resulted in a departure from the social mission of the media in favor of offering the audience an easy and enjoyable content, with the omission of the values which are crucial to the socio-cultural identity. The goal of the following paper is an attempt to answer the question if citizen media, which are nowadays beginning to compete with the mainstream media, are able to transmit and preserve the national culture and, if so, whether they do it and in what way. To verify this hypothesis, an analysis of all the articles published in 2010 on one of the oldest and currently most popular citizen journalism portals, Wiadomości24.pl, has been made. The content of all the culture-oriented materials as well as of the photographic materials have been analyzed. The conclusions from this study are as follows: 1) citizen media can provide support for religious and national media, as well as public media, in promoting the national culture, 2) the content published on the Wiadomości24.pl citizen journalism portal are varied, and the theme of the national culture plays an important part, 3) by publishing materials on national culture and socio-cultural identity, citizen media helps to preserve the values characteristic for the Polish culture, promotes attitudes that result from those values, brings to mind important events, and introduces people important to the Polish national culture.