Dissertation abstract

D. thesis entitled: "The Effect of Digital Technologies

on Organisational Structure of Public Media in Poland"

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The doctoral thesis addresses the issue of the effect of new communication technologies on the structure of Polish public media, which in the era of changes caused by the development of IT techniques and Internet-based services affect the functioning of enterprises in an unparalleled way.

The aim of this work is to discern the structures of public media operating in the era of technological changes caused by the digitalization of communication and to develop a new organisational structure of public media as a multimedia organization carrying out mission tasks in a convergent environment.

The research paper is theoretical and empirical by nature. The theoretical part is a review of scientific achievements presenting various definitions, characteristics and types of structures, both traditional and modern. The advantages and disadvantages of typical forms of structures functioning in enterprises are indicated. It also defines a theoretical approach to the essence and functions of organisational structures. The most important determinants influencing the decision on their changes have been indicated as well.

Planning and organisational documents of Polish and European public media, i.e.: British Broadcasting Corporation (BBC) from the UK, Czech Television and Radio (ČT i R), German Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland (ARD), Italian Radiotelevisione Italiana (RAI) and Icelandic Ríkisútvarpið (RUV) have been analysed in this part as well. The European solutions cited in the work discussed changes in various aspects of those media – their structure, internal culture, technology and strategy.

The component of the above scope has also become the identification of the functioning of Polish public media and the attempt to assess the efficiency of creating value for the user in a structure which essence has not changed since its establishment.

The empirical part, on the other hand, is the analysis and presentation of the research, which was the result of a survey questionnaire among the senior management of public media – CEOs, technical directors and directors of field (regional) branches of public television, as well as the analysis of the planning and reporting documentation of Polish public broadcasters.

The conclusions, which represent a proposal for changes that should be made in the structure of Polish public media in order to ensure that they are not marginalized and can successfully fulfil their mission in the coming years, sum up the whole scholarly paper.