

Agnieszka Stepińska
Faculty of Political Science and Journalism
Adam Mickiewicz University, Poznan, Poland
agnieszka.stepinska@amu.edu.pl

Journalistic Role Perception and Performance in Poland

Abstract

The aim of the paper is to present the findings of the studies on journalistic role perception and performance in Poland. Referring to two international research projects „The Global Journalist in the 21st Century” and „Journalistic Role Performance Around the Globe”, following questions will be addressed: How do Polish media professionals define their roles and functions? What models of journalism may be recognized in the media professionals' actual work? While the former issue was investigated with a survey conducted among the Polish journalists, the latter was studied by a content analysis. The Polish part of the „Global Journalist in the 21st Century” project was based on 329 telephone surveys with a random sample of Polish journalists conducted in 2009. The second study was carried in Poland in 2014-2015. The media content under the study came from 2012 and 2013 from four Polish newspapers .

The findings of these studies help to map features and characteristics of Polish journalism. Based on the survey results we may conclude that the top priority is providing information to the public quickly, followed by acting as an adversary of public officials and developing intellectual and cultural interests of the public. However, the results of the surveys sometimes reveal expectations and declarations rather than the reality of daily work in the newsrooms. Thus, detailed analysis of the editorial processes and their outcomes are of a high importance when evaluating traditional conceptualizations of professional roles and journalism culture.

Keywords: role perception, role performance, journalism, Poland