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mgr Aleksandra Powierska

The title of dissertation:

Television in the new media environment. Audience activity in social media

Summary

New media have had a considerable influence on television and the viewing practices of consumers. Social media services made it possible for everyone not only to express their opinion on shows, but also, on an increasing scale, to watch them via mobile applications. The aim of the author is therefore to analyse the reception of relevant texts published by TV stations in social media, to create a typology of activity in social media services, and to describe categories that viewers use to define television in the age of new media.

Chapter one discusses the specific character of new media focusing on interactivity. The author's starting point is William J. T. Mitchell's concept of 'nested media', developed into it the idea of 'nested interactivity', which describes the interrelations between the new and the traditional media in terms of interactivity. Next, the author focuses on the issues of communication on the Internet and the role of digital image in this kind of communication. Chapter two deals with the new media environment surrounding television and its influence on viewing practices, including media multitasking (watching TV while simultaneously surfing the Internet). The following chapters are devoted to the interpretation of results of the author's empirical research: analyses of the content of *Dance Moms* and *Wiem, co jemiwiem, co kupuję* [I know what I eat and I know what I buy] programmes as well as a series of interviews with Polish fans of the second programme's Facebook page. On the basis of those, the author enumerates and describes the types of viewer activity in social media. The research study conducted by the author may also be employed to recreate communication strategies of the broadcasters and compile a set of practical methodological tips on how to perform a study within online services based on networks of friends.

Since one of the main aims of the thesis is to provide new categories of definitions for television, the author introduces the concept of the 'connectivity of television', developed based on the ANT theory as proposed by Bruno Latour. According to that theory, describing television as a network incorporating both human and non-human actors is an accurate representation of the modern TV entangled with new media. Additionally, it allows to move away from hierarchical definitions of television (such as John Fiske's three orders of text) and a strict division between the broadcaster and the audience.


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