

DOCTORIAL DISSERTATION SUMMARY:

*Managing in the EU audiovisual sector. Intercultural dimension*

The dissertation consists of 298 pages, is divided into six chapters, each with an introduction and ending. Research area includes the cultural dimension of management in the EU audiovisual sector. The results are presented based on the concept of Edgar Schein's organizational culture, allowing to draw attention to the role played by audiovisual cultural artifacts, adopted by the EU norms, values and hidden assumptions of organizational culture EU bodies.

The audiovisual sector acts in the EU an important function, and its position is growing and its importance in relation to other districts, especially in the social and cultural context. This is due to the development of creative industries, the possibilities of the digital signal flow and process of media convergence and the development of hybrid media. An important role in shaping the EU's audiovisual area play organizational units. Determining the organizational environment prevailing within the norms, values and symbols enables to understand the cultural aspects of the management of EU audiovisual sector. For external observers of the audiovisual sector, the management is very difficult to understand. Difficult to penetrate are also relationships between social actors, as well as to specify the elements of organizational culture. Therefore, this dissertation is interdisciplinary and indicated for instance the aspects concerning, the communication.

During the many years of analyzing the EU's activities in the audiovisual sector more clearly reveal the threads associated with culturally management processes. This issue has become very interesting research. Accurate description and understanding of cultural processes taking place in the audiovisual sector was one of the incentives to start mine own research. Another cause was the attempt to understand how the inner workings of the EU and the analysis based on the prevailing culture there. Over time, it turned out that the cultural aspect of the management of the audiovisual sector completely moved research on issues of organizational culture. The dominant discourse based on shared values and norms is also hidden cultural assumptions, which should reveal. This dissertation is an attempt to understand the jointly shared by members of a culturally diverse organization values and determining how all this involved in the audiovisual sector.

The main objective of the research is undertaken to demonstrate the importance of the EU's organizational culture in the management of EU audiovisual sector. Describing the area of research, I focused on capturing the audiovisual sector management mechanisms in the EU's organizational culture. To describe the results of studies I used the separation of organizational culture on the artifacts of culture, norms and values and hidden cultural assumptions, which helped sp read the empirical evidence on the three spheres of interpretation.

Implementation of the hearing focused on these research questions: What are the standards for the audiovisual sector sets out the EU? Are there symbols, values and norms of the EU's organizational culture? What about communication process in the EU's organizational units of the audiovisual sector? What hidden assumptions determine the decision making in the audiovisual sector of the EU? From the research questions emerged corresponding working hypothesis: in the audiovisual sector of the EU in

the documents relating to the audiovisual area apply common standards of conduct and organizational values; the EU institutions are cultural artifacts relevant to management processes; hidden assumptions determine appropriately with the EU in the audiovisual sector.

To be able to achieve research goals, I choose the correct qualitative methods. In studies on the culture organizational theme, the dominant approach the symbolic-interpretative perspective that allows me to explore the properties. Standard procedure in such cases is the choice of ethnographic field methods that have been used also in this work. The use of grounded theory allowed the systematization of knowledge from the area.

The most important effects of the dissertation can be considered: presentation of the EU's research culture in the field of audiovisual area; comprehensive presentation of the distribution of EU competence organizational units involved in the audiovisual sector; describe the cultural aspects of management in the EU institutions; identify hidden assumptions EU organizational culture; identify specific areas of EU audiovisual policy; presentation of the key conflicts and opportunities arising from the management in terms of multiculturalism in the context of the current problems in the EU.