

Slected problems of modern local media market. Exemplification at the local media market in podkarpackie voiewodship

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Abstract

Local media, according to their role, are an important factor shaping the public opinion in social, political and eco-life Nomic and define relations and designate relationships that connect media with other entities Me local system, such as administration, public benefit institutions, local associations. Adopting such a function in a local ecosystem enables local media to take a central role In local communication. In belowed article are shown three categories of local media market problems: ethical, economical and social.

Key words:Local media, media market, convergency on media, podkarpackie voiewodship, Rzeszów.

Introduction

The concept of local media is not a concept in the literature having one definition. S. Dziki, when analyzing the local press, distinguished thirteen categories of local press. In the opin and the author of the text and definitions of the local media can be divided into related definitions with the type of content redistribution, the means of financing, the means of creating the medium, the ownership structure, the transmission range, etc. How phasor them Ryszard Kowalczyk (2011) first define the local media is associated with a range of "local emission range usually limits the scope of my interests Local dias. With limited scope and interest Multiply is the

opposite of national media. In Polish practice, the concept of local media is relatively closely related to the territorial and administrative division of the country and introduces shafts as reference surfaces in the context of municipal governance division of their territory into smaller auxiliary settlement units (districts, settlements, village councils)." (Kowalczyk, 2010) The second type of definition was proposed by Z. Kosiorowski indicates the division of the local media, depending on the type of transmission, so you can distinguish local media, regional and subregional. In this perspective, the most important is to meet the information needs of local customers, filling most programming content acceptable to the reader, listener and viewer (Kosiorowski, 2010). Such approval should take place in particular in the municipalities located between the two centers of media in the analysis region podkarpacki be mentioned the example Debica Area, which is located roughly equidistant from Rzeszowa and Tarnowa. The residents so they have the opportunity to learn the programming content of the press and information and assisting subcarpathian Opole, local radio stations with information important to the residents of Malopolska and Podkarpacie etc. This is important due to the fact that the local media not only reflect widely *Rożu* My socio-political and economic life, but also influencing it, also shape or even model or create. Ryszard Kowalczyk (2011: 66) proposes to understand the local media in two ways - objectively and subjectively. "On the one hand, acting as an important element of social life, become the subject of socio-political and economic and are actively involved in their replication and *współkształtowaniu*. On the other hand, they are an important forum for dialogue, dispute, conflict, exchange of thoughts, opinions, opinions. They are a means through which individuals and local actors can share with other impressions, evaluations, comments, The words. In this way, the character of the local media is expressed, which is a useful tool and a specific means of informing and communicating and influencing and influencing society."

In the scientific literature we may find many types of problems related with local media. Analyzing the problems that local media Sylwia Męćfał (2011) shows their significant not more intense than the nature of the problems that concern the national media. Jim McLeod and others indicate that: "The density of interaction in local communities may cause as much problems" The local journalist is much more recognizable in his surroundings than a nationwide journalist, so it is much more difficult

to obtain material, and social expectations are high for his profession. In addition to ethical issues, regional media are troubled by the economic problems associated with increasing the role of the internet in the daily media selection process by readers, viewers and listeners. Types of problems are concentrate in three sphere's: ethical, social and economical.

Social problems of local media

To the social problems of local media the author has addressed the related problems with the reception of the medium in the local environment. As mentioned above, the problem of public confidence in the local journalist is a significant problem. The analysis of 150 Internet users' posts under 18 articles posted on local portals: *nowiny24.pl*, *supernowosci24.pl* and *rzeszow.gazeta.pl* points to a significant problem connected with the acceptance of the journalist by the audience and a considerable misunderstanding of the specifics of the profession. Among the comments most entries referred to the reliability of the journalist's article, in the vast majority (76%) these were critical posts. Another critical element, in the opinion of Internet users, was the selection of experts who spoke in the content of the article made by the journalist. Most Internet users denied competence (47%), speech style (21%), and criticized past and expert experience (13%). This problem only concerns local press. On the pages of local radio stations for information not aobserwowano such entries. This may indicate a different profile of the recipient of the type of media and the level of competence of the media type. As Sylwia Męćfał points out, "it can be expected that in press centers where the local press is particularly important and highly popular, it will be very difficult for a journalist to do the work of a journalist." (Męćfał, 2011:129) Another important, from the point of view of local media, is the social acceptance of the medium in selected areas. Exemplification of this problem can be accommodating to the local press in particular districts in the group of football fans. The analysis of the contents of the internet forums shows the attitude of football fans to the medium, eg when *Gazeta Codzienna Nowiny* reported the construction of the stadium at the "Stal" City Stadium in Rzeszow, the supporters of the opposing team, *Resovia Rzeszów*, in their fora signaled the need to boycott the newspaper " " There is no data on the sales of newspapers in selected regions dominated by supporters of a given team, but the aspect of

trust in a given title by a selected social group in relation to the media coverage of an event may synerify the potential research problem.

Ethical problems of local media

Among the potential problems of local media, the author of this paper has distinguished problems connected with external censorship, self-censorship and internal censorship. Sylwia Męćfał defines these phenomena, by S. Mock follows: "Self-censorship is a situation where the journalist himself take dec s eat to something In the material do not disclose, something silent, mainly because of the good informers or heroes described in the material, but also because of the awareness that certain content is not well seen in the editorial. Internal censorship is one which exists within the editor, for example. Certain subjects are prohibited other in col EI prefers not treated. Censorship is anykind of external pressure on the effective re dawkę that the material did not appear, or the situation in the Po land before 1989, when all the heavy media materials were controlled And censored by the censor institution" (Męćfał, 2011: 125)

Among local journalists in the Rzeszów environment, no research has yet been conducted on the occurrence or absence of this type of phenomenon. Katarzyna Pokorna-Ignatowicz notes, however, the possibility of political pressure on editorial boards or lack of certain content. Pressure may be the promises of advertising orders by individuals and organizations governed by political representatives or advertising material ordered during election campaigns by election committees. (Pokorna-Ignatowicz, 2001)

An important aspect of ethical journalist is also a realization of the assumptions of the Act of 01.26.1984 - Law Pr aces, one of which records Article. § 10 § 2. obliges the journalist "within the framework of the employment relationship is obliged to implement in the statute or regulation of the editorial office in which he is employed, the general program line of this editorial" (Polish Press Law, 1984). It also saw the involvement of one local newspaper title in the local election campaign in 2010. During the electoral campaign in local elections, there was a local election committee where most of the candidates were journalists of one of the titles. Sylwia Męćfał (2011:127) also indicates that the ethical issue of the local media can be a problem *pretense local media*, in particular, the following phenomena:

- (1) "The apparent locality of the discussed issues - are dealt with political issues on the local political systems, but these systems analysis diagram is artificially transferred to the local area from the area of the national (or simply a subject of nationwide local outweighs the subject);
- (2) The apparent location of the editorial office - a) the editorial office is not located in the area or b) the editorial office is located in the area but re Presenting non-business interests (eg interests of the corporation to which he belongs);
- (3) Apparent activity to integrate local community - Orga low-pressure competitions or local events, which, however, are aimed at diverting attention from the important issues of the community or improve the image of some company or politics;
- (4) Apparent political impartiality - through informal agreements The editorial staff, or the journalists themselves, local media can be used as a propaganda tube;
- (5) The apparent independence (the material, but also immaterial).

Economic problems of local media

Gradual computerization of the media space has led to a decline in print media sales and an increase in the quality of electronic media. In the case of radio stations, the saturated type of market is attractive to advertisers, but requires proper formatting of the radio. In the case of regional television, the chance is to place TVP Regional Television on one of the Digital Terrestrial Television multiplexes. However, as with the press, the development of the internet has reduced the local radio's audience and decreased the number of viewers of regional television stations.

In the case of the printed press is currently (as of June 2014) in the Podkarpackie press market leader is Nowiny newspaper, which according. research noted the circulation of 25,544 copies trade in consolidated (+ subscription sales at the distribution points) at 19 391 (Telescope, 2014) . Second regional dayli newspaper available in Rzeszów it reached total sales of 9460 at the end of 16013 (Telescope, 2014). The Chamber of Press Publishers identifies the following problems and trends for the printed press:

- (1) systematic decline in sales
- (2) Decreasing share of the press in the "advertising slice" (that is, total spending on advertising in various media types),

- (3) Dynamic changes in people's lifestyles, resulting in disturbances in the natural cycle, supplementing the group of readers through successive,
- (4) Progressive digitization of social communication processes, resulting in abandoning the press as a medium of information for various types of digital media, mainly related to the Internet,
- (5) increasing competition volumes and the free press of low quality.
(Izba Wydawców Prasy 2014)

In the same document the Chamber of Press Publishers points to the possibility of reversing the above-mentioned trends in limiting the free distribution of content on the Internet and introducing new sales models, such as mobile device editions and ebook readers. Similarly, the problem can be resolved by making available the content of radio and television broadcasts of local and regional radio and television stations in live stream technology through websites and web applications.

Summary

The multifacetedness of problems connected with the functioning of local and regional media is not just a domain of the Rzeszów media environment. Problems related to the decline of readership, audience and audience are also noticeable on the local markets of other voivodships. Because of the socio-demographic characteristics of the regional media in Rzeszów and the Podkarpacie region, the downward trends will be progressive in stable quantitative waves. Changing the paradigm of media usage can reverse this trend, and the use of new communication channels, particularly those related to mobile and Internet solutions, will increase the interest of the broadcaster concerned by a group of young people who did not participate in the medium's backbone. Issues of ethical and social problems can be resolved through systematic training for journalists or education of the so-called reader's core, i.e. a stable group of purchasers of the given title or recipients of the given medium, ensuring stable economic influence and realization of the publishing strategy.

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