

## SUMMARY OF THE PHD THESIS

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### **Disinformation in the New Media Discourse**

The PhD thesis *Disinformation in New Media Discourse* is of a theoretical–empirical nature. On the one hand, it aims to define disinformation, systematize disinformation and its related terms, and characterize the role of the new media in creating, disseminating, and consuming false information. On the other hand, this theoretical background provides the basis for empirical research, which analyzes media representations of disinformation in the new media discourse.

In the theoretical part of the thesis, the method of literature analysis and critique was employed. In the first chapter, a review of disinformation definitions found in dictionaries and research papers not only provided insight into the essence of disinformation but also enabled its definition. In the second chapter, the literature review allowed for a deeper understanding of related terms (e.g., propaganda, misinformation, malinformation, fake news, deepfake) and their comparison with disinformation. That was a starting point for establishing relationships among these terms and for illustrating these relationships using concept maps. In the third chapter, the bibliographic query, in addition to presenting the new media and fact-checking terms, highlighted the potential of the new media in creating, disseminating, and consuming false information. Descriptions of fact-checking activities and other efforts to prevent the creation, dissemination, and consumption of false information helped maintain a balanced assessment. Furthermore, the literature review allowed for the exploration of the consequences of consuming false information in the new media environment.

In the empirical part of the thesis, content and discourse analysis methods were employed. Applying these methods in analyzing research material covering media content published on Polish news websites from 2016 to 2020 provided insight into how disinformation is portrayed in the new media. Using a codebook allowed for the identification of media events related to disinformation, the determination of their topics, and the identification and characterization of elements of disinformation used to portray it in the new media. Additionally, it was possible to identify and describe actions to prevent disinformation. It is worth noting that

identifying disinformation elements served to create a typology of models of media representations of disinformation.

While concluding the study, it was observed that the results are not only consistent with other studies but also correspond to the theoretical background. Although the conclusions regarding media events related to disinformation, the elements of disinformation used to portray it, and the presented actions aimed at preventing disinformation only document a certain state of affairs at a given moment, the models of media representations of disinformation can serve as a starting point for further analysis of media representations of disinformation in discourse.