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Journalists' multitasking as a strategy of practising the profession in postmodern times.

The main purpose of this dissertation is to describe the characteristics of changes that the postmodern media bring for the practice of journalism as a profession. Embedding the described problem in the postmodern period is important due to the related characteristics of information modification and the process of acquiring knowledge. It has become significant for the functioning of entire editorial offices as well as individual journalists. The author of this dissertation, as an active journalist, observes these changes from the perspective of a participant, she herself experiences the constant transformations of tasks that are set for the representatives of the profession. In the face of media convergence and the increased involvement of recipients in creating media messages, the only possible strategy for practising the profession seems to be submitting to the expectations of both employers and recipients. It comes down to assuming the role of a multitasker - not only responsible for exploring and presenting a reporter's topic, but sometimes a photographer, a camera operator, a producer, a publisher or even a marketer responsible for product placement. Thus, the dissertation compares the previously adopted perception of journalism and the role of a journalist with the circumstances, transformation processes and consequences resulting from the emergence of new technologies, market expectations, tabloidization and the phenomenon of infotainment. All these factors - to a different extent - have modified the form of providing information (news, especially television, entertainment oriented websites). This means that the journalist ceases to focus on collecting and delivering information, but must devote attention to making the message more attractive. This assumption is the basis of the main hypothesis.

The result of the dissertation is a comprehensive description of the mechanisms changing the face of postmodern journalism, but also the modification or perhaps reconstruction of the perception of the role of a journalist in the contemporary public sphere.