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"Electronic Media in Greater Poland (1927-1993). Socio-political factors of development."

ABSTRACT

"Electronic Media in Greater Poland (1927-1993). Socio-political factors of development." is a study describing Radio Poznań and Poznań Television since the moment they were established, in the case of the radio station since 1927, and in respect of the television since 1957, until the moment when the political changes in Poland. These changes began with the Round Table deliberations, followed by the partially free elections and finally the formation of Polish government with the first non-communist Prime Minister, Tadeusz Mazowiecki.

From a media perspective, this work describes the history of both media (radio and television) covering the period starting at their creation and ending with the political changes in Poland by the Fall of Communism. The author analyses media's development and the changes they underwent over the years of their activity.

From a political since perspective, this work analyses the influence that the world of politics exercised on the radio's and later television's programs. Influences on program elements and attempts to interfere with broadcast content have accompanied the electronic media since their inception, except that these program interferences have had different intensities at different times.

The programming carried by the radio and television stations throughout their long history in Poznań, bears principally the hallmarks of public mission typically spread by media and this mission's obligation of media is set forth nowadays in the Polish Broadcasting Law. This mission was particularly present during the interwar period, when Radio Poznań was an independent company to the Polish Radio. At that time, the program broadcast from Poznań was not subject to any political influence and had a largely educational character, popularizing knowledge and high culture. This situation began to change when Polish Radio took over the Poznań station, imposing on it a program line identical to that of all other Polish Radio stations. At that time, Polish Radio started to become a propaganda tube of the Sanacja camp, in respect of information and journalism. This situation was similar in the reconstructed radio station just after the First World War – Radio Poznań continued to be a propaganda tube of the new government.

During communism, the news coverage in Radio and Television was dominated by the content of the ruling party's message, and there was basically no possibility of free flow of

information. The communism was a period during which public media went through an unusually long period of transformation: starting from propaganda media, through the temporary loosening of the communist corset during the early days of the "thaw," the initial phase of the Gierek's period and the end period of General Jaruzelski's rule. Finally, alongside the change of regime, radio and television in the 1990s began to become independent and pluralistic media.