

Ms. Ilona Biernacka-Ligieża from the University of Opole, Beneficiary of Measure III (project title: *Local media in Northern Europe - society, culture, market and policy*). Partner institution:

Name of hosting institution	Name of hosting institution (English name)	Type of institution	Country	NUTS CODE
Universitetet i Oslo	University of Oslo	EDU.4 - Higher education institution	Norway	NO01

Short project description (original, from application form):

Due to research on the changes that took place in media in Poland after 1989, one can find a rich literature on the subject. However, it should be noted that analysis of most elaborations made so far concern media change on the scale of whole Poland. Media systems functioning in other countries are also presented but there are no detailed elaborations concerning local markets. There are no comparative works from the field of local communication. The present project will explore the issue of local communication. The main purpose of the project is to describe local media in Northern European countries. The aim is to indicate development opportunities and limitations of local media market. The main points of the project are: presenting the evolution of local media; defining the role they play in creation of civil society; analysis of local communication. Emphasis will be put on highlighting market and cultural aspects of media, relations between media and institutional and social environment as well as on the ways communication between local media and the recipient. This project will answer the following questions: Do local media fulfil their duties towards a recipient? Do they provide openness of functioning of public sphere? What dangers does globalization carry for development of local media market? How do countries with established and well-developed media systems cope with globalization on the level of local communication? The basic methods are: observational, in-depth interview, textological, descriptive, documents analysis. In order to collect material necessary for presenting the so called case study, the method of questionnaire interview will be used and statistical methods will serve result preparation. The conducted research will enrich the following disciplines: media and communication studies/sociology/political studies/culture studies. The analysis will introduce different aspects of local journalism function in the society and show perspectives of local media development. The final effect of the project will be publishing a monograph. The work will serve as help in a didactic process, especially in analysis of situation in local and regional media market. The study which is going to be prepared will be a kind of a "handbook" for all who use the communication on the local level as the way of social dialogue. Between them there are: journalists/editors/spokespersons/PR workers/politicians. The analysis of local media in Northern European countries is the first step to the wide comparative analysis of European local communication-Northern-Eastern-Southern culture which will be conducted afterwards. Moreover, the results on the conducted analysis will be presented on conferences, symposia and scientific circles meetings. Considering social character of the project, it will be organized conferences and trainees with media specialists/journalists/publisher/representatives of local authorities.