

**Streszczenie pracy doktorskiej Mgr Magdaleny Prządka-Leszczyńskiej pt. /j.angielski/ „Regulation of the audio-visual media market in Poland and Great Britain”**

The subject of the doctoral dissertation titled “Regulation of the audio-visual media market in Poland and Great Britain” is a comparative legal analysis of the models of regulation of

The purpose of the study is to prove, that the dynamic development of the new technologies creates a need for adjustments in the contemporary legal system, by the means of establishing a dedicated regulating body that will have the ability to comprehensively and consistently regulate the media market. Therefore, rather than expanding the system that regulates the audio-visual media by additional authorities, which would function in parallel with the existing ones, it is necessary to establish a body, on the model of the countries of the Western Europe, that would combine the functions of the President of the Office of Electronic Communications, the National Broadcasting Council, the Chairman of the Public Radio and Television Council and the Council of National Media. The establishment of a new body - the Council of the National Media, which in a way has marginalised the position of the National Broadcasting Council constituted a supplementary justification for the examination of the topic of the present dissertation.

The legal analysis, conducted for the purpose of this research, aimed at comparing the legal solutions, functioning in the British model with those adopted in the Polish legal system and revealing potential differences and similarities with further purpose of attempting to elaborate on the ideal model regulating the audio-visual media market. The choice of the British legal system for the legal comparative analysis, was not only dictated by the fact that the mass media constitute a fundamental pillar of the UK’s democracy, but also due to the fact that the media there are so well-established and the system has undergone a number of evolutionary changes as well as Great Britain’s presence within the legal system of the EU.

An additional outcome of the conducted analysis was the presentation of the significance of the media for the realisation of the rights and freedoms that stem from the Polish Constitution. Another relevant aspect of this study is the analysis of the particular concession procedure for the broadcasters, as a mechanism that limits the freedom to pursue and conduct an economic activity in the media sector. In the research, I have analysed those mechanisms, their effectiveness as well as the validity of their functioning in situations when the technological development allows sharing TV and radio content of all kind on the Internet, without the necessity of obtaining a concession.

The dissertation comprises of four substantive chapters (excluding the introduction and the summary). Chapter one covers the audio-visual media from the historical, dogmatic and axiological perspective. The second chapter explores the topic of the economic freedom within the radiobroadcasting and television. The next chapter is the most voluminous of the research and it comprises of the complex analysis of the regulators of the audio-visual media market in Poland, with the fourth chapter concentrating on the regulation of the audio-visual media market in Great Britain.

The study is concluded with a synthesis, wherein the author presents both the findings of the comparison of Polish and British regulations and the suggestions of legal solutions that have arisen over the course of the research and creation of the optimal regulatory model.