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## **SUMMARY of PhD Thesis**

### **GENDER EQUALITY IN TELEVISION PROGRAMMING OFFERED BY NATIONAL BROADCASTERS IN POLAND**

The subject of this doctoral dissertation is the issue of gender equality in television programming offered by nationwide broadcasters in Poland, presented, analyzed and assessed through the prism of social and cultural circumstances, as well as those related to state policy.

The main purpose of the dissertation is to verify whether gender equality is achieved in the content of television programs offered by the most popular nationwide television broadcasters in Poland, and then to formulate conclusions regarding the incorporation of this issue and the implementation of the gender equality principle by television broadcasters, in particular in the aspect of equal visibility of women and men and their problems in the sphere of media.

On the basis of the established aim of the work, as well as on the basis of the conducted critical analysis of literature on the subject, the main thesis was formulated, which assumes that: the issue of gender equality is present in the content of television programs offered by nationwide broadcasters in Poland, and it is taken into account to varying degrees and differently depending on the broadcaster, television channel and television genre. The assumption comes from the fact that the activity of television broadcasters in Poland is licensed (in the case of private broadcasters) and regulated by the provisions of national, EU and international law, which guarantee the principle of gender equality in all spheres of life, including the media. As a result, the applicable legal regulations impose an obligation on broadcasters to implement the principle of gender equality in all areas of television activity. One of these areas is the creation and production of television programs and scheduling – programming them for a given channel. At the same time, it should be presumed that the

principle of gender equality is implemented to a greater extent by a public broadcaster acting in the social interest in accordance with the public mission, and to a lesser extent by commercial broadcasters acting in a private interest.

In order to achieve the goals set for this doctoral dissertation, a selection was made from among available research methods and deductive reasoning and a critical analysis of the literature on the subject were used, while among the quantitative methods, the content analysis was used, which made it possible to examine television programming of Polish nationwide broadcasters in the aspect of gender equality. The subject of the content analysis is television broadcasts of selected genres - news, intervention and journalistic programs, which constituted Polish TV productions broadcasts in 2014 by the three largest television broadcasters in Poland with nationwide coverage: TVP, Polsat and TVN, compiled in the program offering of the most popular television channels belonging to these broadcasters: TVP1, TVP2, Polsat, TVN and TVN24.

The dissertation is divided into two parts - theoretical and empirical, while the whole work consists of the introduction, seven chapters and the conclusion. The first four chapters are theoretical, the fifth – methodological, while the last two chapters are empirical. Moreover, the dissertation is supplemented with a bibliography, a list of normative acts, and a list of tables.

In the first chapter (Equality and social justice in contemporary political and social thought) an attempt was made to explain the fundamental concepts for this thesis – equality and social justice, as well as their meaning in the Western civilization. The second chapter (Gender equality in society) is a literature study on the issue of inequality between women and men from a socio-cultural perspective. Chapter three (Gender equality and mass media) is based on literature studies on the relationship between mass media and cultural gender. Chapter four (Activity of television broadcasters in Poland and the issue of gender equality) presents the characteristics of the medium that is the subject of research in this thesis, namely – television in Poland. In chapter five (Research methodology) the following methodological issues are presented: the purpose, research questions and hypotheses, as well as research methods, techniques and tools, and the sample selection and its characteristics. The last two chapters of the work present the results of the conducted content analysis, which allowed for an empirical verification of the research hypotheses put forward in the dissertation. Chapter six (Quantitative share of women and men in the content of television broadcasts) describes and analyzes the results concerning the participation of both genders in television programs included in the programming of Polish nationwide broadcasters, while in Chapter seven

(Quantitative share of topics related to gender equality in the content of television broadcasts) the results concerning the share of topics related to the researched issues in the content of these programs are presented and analyzed.

The general conclusion resulting from the conducted research indicates that gender equality, formally guaranteed by the provisions of national, EU and international law, and at the same time so strongly advocated by the female and feminist circles in Poland for several years, has not been achieved in the sphere of the media, and more specifically in television. The lack of this equality is largely related to the fact that broadcasters do not apply the principle of equal treatment on the basis of sex, which results in a significant over-representation of men in relation to women, both quantitatively (greater number of men presented, longer duration of their speech, etc.), and in terms of quality (highly valued roles in the content of the message, statements on specific topics of significant social importance, etc.) Interestingly, this state of affairs was shaped by both the public broadcaster as well as commercial broadcasters, and significant differences appeared only in the case of individual TV channels and TV genres, which seems to be somewhat surprising and contradicting the assumption that the size of disproportion between the representation of women and men depends on the type of broadcaster (public vs. private). After all, according to the proposed hypothesis, the public broadcaster should be guided to a greater extent by the principle of gender equality in order to achieve equal visibility of women and men and their problems in the sphere of the media due to the implementation of the public mission and conducting activities in the public interest.

This thesis is only an attempt to deal with the problem of gender equality in the sphere of media activity in Poland, therefore it should be emphasized that it is necessary to continue further, extended research in this area.