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Imię i nazwisko osoby ubiegającej się o nadanie stopnia

Tytuł rozprawy doktorskiej w języku angielskim: *The Netflix Culture: Communication Transformations in Generation Z*

STRESZCZENIE (SUMMARY)

In this thesis, I investigate the forms of cultural participation among Generation Z—consumers raised in an environment shaped by smartphones and constant internet connectivity. The proposed term "Netflix culture" refers to a set of reception practices influenced by the dominance of streaming platforms. These practices are visibly reflected in patterns of communication, cultural engagement, and identity formation.

The deepening processes of platformization and algorithmization of culture tend to limit cognitive autonomy by enclosing users within filter bubbles and creating an illusion of control over time, space, and modes of perception. These trends appear to constitute a key characteristic of the phenomenon referred to as the "Netflixization of society". Furthermore, this transformation entails a fundamental shift in the position of traditional media. As viewer expectations, distribution models, and production strategies are reshaped by the Video-on-Demand (VOD) system, linear television and cinema will be compelled to redefine their roles within the discourse of cultural studies.

The concept of "Netflix culture" is grounded in Zygmunt Bauman's sociological theories and Clifford Geertz's anthropological insights. To provide a multidimensional illustration of the proposed definition, several areas of investigation have been undertaken: a functional analysis of the Netflix platform, a characterization of its universe, and a cataloguing of cultural and social domains where the impact of VOD-specific perception habits is most evident. Communication behaviours among members of Generation Z were examined using relevant literature and supported by quantitative research. The conducted study analysed patterns of media engagement, transformed practices, and habits shaped by streaming platforms.

Key words (słowa kluczowe): communication, culture, gen Z, Netflix, streaming, VOD

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