

## *Zeszyty* PRASOZNAWCZE

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### EDITOR'S NOTE

The winter issue of *Zeszyty Prasoznawcze* (Media Research Issues) is devoted to media management. It's a follow-up to the problems raised in the autumn issue of our journal, published in 2021, when the authors focused on two fundamental areas, namely – the problems of electronic media, including changes in the functioning of both media institutions and the media market, as well as the problems of the journalistic environment, contemporary challenges faced by journalists and editors as a result of dynamic changes of an economic, political or socio-cultural nature. Media management is a vast research field and can be approached from many academic and cognitive perspectives. The readers of this issue will find articles focusing on the three main areas: firstly, texts devoted to challenges faced by contemporary public media in the context of ongoing changes and technological innovations; secondly, research on different forms of manipulation; thirdly, texts investigating new areas of research on artificial intelligence and articles discussing the directions of media management education at Polish universities.

The collection starts with a text entitled 'Strategic Responses of European Public Service Media to Technological Changes: A Case-Based Analysis' by Stanisław Jędrzejewski. The author draws attention to the solutions adopted by public service media (PSM), including adaptive, innovative and transformational actions, which respond to dynamic technological changes and changing audience needs. The article is based on the description of a case study, where the focus of analysis and reflection is on issues such as digital transformation, audience engagement, as well as innovation in content, partnerships and policy adaptations with country-specific contextual, cultural and demographic nuances.

The issue of the impact of technological progress on the functioning of public service media is also addressed by Katarzyna Konarska in her text 'Digitisation Means Marginalisation of Public Service Media? Changes in the Functioning of the BBC'. The author points out that the public media are subjected to increasing pressure from those in power, who perceive the digitisation process as a justification for limiting the activities of the publicly funded public media. In her analysis, based on the example of the BBC, the British public broadcaster, Katarzyna Konarska draws the readers' attention to the challenges currently faced by public service broadcasters who have to convince the public, and above all politicians and those in power, of the legitimacy of their actions.